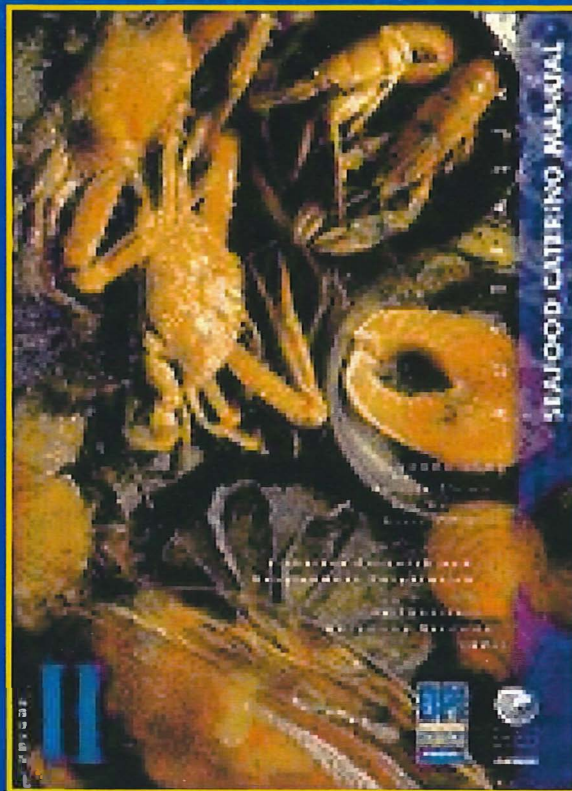


**Identification
of Market
Requirements
for Future
Development
of the
Australian
Seafood
Catering
Manual**

98 / 351



Marketing Services



**Final Report
Project 97/300**

Compiled for
Fisheries Research and
Development Corporation

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Executive Summary

- This report aims to identify the market requirements for the future development of the Australian Seafood Catering Manual. Although the manual generated extremely positive feedback from industry, only a small proportion of the potential target market was tapped.
- Consumer research has been conducted by QDPI to determine how the manual could be revised to better meet the needs of the market. Interviews were conducted with current and potential users of the manual across Australia.
- On the basis of the research findings it is proposed that the manual be substantially revised and updated, and published in one volume as the Australian Seafood manual. It would also be produced as a CD-ROM, primarily to satisfy the low cost requirements of the TAFE and training market.
- In summary the content and physical format of the manual would be revised as follows:
 - Content
 - > The species identification pages, the sections on nutrition, hygiene, quality, storage, buying, cooking and preparation and the glossary would be updated.
 - > Data on additional species would be included along with a recipe section and common overseas names of fish.
 - > The assistance chapter, the booklist and most of the marketing chapter would be deleted, and the wine section would be made more generic.
 - > Six sections (on buying and marketing, quality and hygiene, and cooking and recipes) would be combined into three.
 - Format
 - > The manual would use a ring binder format for durability, practicality and ease of updating.
- It is recommended that Marketing Services take responsibility for production of the revised manual. It is estimated that it would take a project team from Marketing Services 12 months to complete the task. They would work closely with industry and with the seafood catering and training sector.
- The first print run of the manual would be 5 000 copies; the CD ROM production run would be 1 000 copies.
- It is recommended that 'by- products' of the manual - including species profile posters, a teachers manual and a species identification board game also be produced.

Price

- The cost of producing the revised manual is estimated at \$26.80 per copy. It is recommended that the manual be sold to the seafood industry and food retail and service sectors at a retail price of \$65, with a significant discount for the TAFE market.
- The CD ROM version would retail in the TAFE/training sector for between \$25-\$30.

Distribution

- A two- channel distribution system would be used for both the printed and CD-ROM versions of the Manual. Intermediaries such as seafood industry bodies, state restaurant and catering associations and TAFE bookstores would act as distributors of the product. They would buy directly from Marketing Services, and stocks would be distributed directly from the printer and CD ROM production house.
- QDPI book store will also act as an intermediary and may on-sell to general bookstores.
- The QDPI book store would also set up a mail order system to retail the printed and electronic versions of the manual.

Promotion

- It is recommended that promotion of the manual be highly visual-orientated and include a mix of public relations, sales promotion, advertising and direct marketing.

Costs and funding

- Production of the revised manual is estimated to cost about \$364 000. However it is recommended that advertising and sponsorship be introduced to offset a significant proportion of this cost. Taking account also of revenue from sales, an overall net deficit of \$15 148 is estimated.
- Although this is a very significant cost to initially outlay, it should be considered in the light of the potential contribution of the revised manual to the seafood industry and to the safe handling of seafood.

Introduction

This report has been prepared under the project, *Identification of Market Requirements for Future Development of the Australian Seafood Catering Manual*, which has been funded by the Fisheries Research and Development Corporation (FRDC). The objective of this project is to identify procedures for producing a revised edition of the Australian Seafood Catering Manual that meets the needs of the market place. It is anticipated that there will be a second stage with the long term objective being to produce a revised edition of the Australian Seafood Catering Manual.

Background

The Australian seafood sector has been one of the most rapidly developing areas of the Australian rural sector over the last 10 years. However a constraint on the industry has been the lack of a manual providing users with comprehensive information on the handling and preparation of seafood. To satisfy this need QDPI, with funding assistance from FRDC, undertook the preparation of the *Australian Seafood Catering Manual*. In September 1994 the manual was released. Its target market included:

- **the food service market** - seafood purchasers and managers of restaurants, commercial caterers and institutional users, both in Australia and for large operators overseas;
- **the retail market** - seafood purchasers and managers of retail outlets in Australia and for large operations overseas;
- **the training and education market** - teachers and librarians of public and private training institutions and consultants that deal with Australian seafood;
- **the information and service market** - researchers, consultants and government officers in Australia and overseas; and
- **the seafood distributors market** - including both Australian wholesalers and exporters, and overseas importers and wholesalers of Australian seafood.

The manual received extremely positive feedback from influential clients including Woolworths, Qantas, managers of multinational retail and food service chains and industry representatives, in that it:

- was very comprehensive
- contained good practical information that could be used on the job
- was the first handbook ever assembled for the Australian seafood industry.

Initially 1 000 copies of the *Australian Seafood Catering Manual* were printed as a two-volume spiral bound set and these sold out in the first year following publication. In 1995 QDPI funded a reprint of 2 000 copies of Volume 1 in a 'perfect bound edition'. Volume 2 is now out of print and many customers express concern at the lack of availability of both volumes as a set.

Although there has been extremely positive feedback from industry only a very small proportion of the target market has been tapped. This can be linked to insufficient market research to identify the best overall product (content and format), price and distribution system for the different target markets, and to the need for a long term promotional /marketing strategy.

This report sets out to address those shortcomings by way of the following objectives:

- to determine the best overall physical design and contents for a revised edition of the Australian Seafood Catering Manual;
- to devise a marketing plan for this revised edition of the manual; and
- to report on the likely costs involved in producing and marketing the revised manual.

The report is presented in six sections:

- an overview of research carried out into the market of the manual;
- a proposed optimum specification for the revised manual;
- how to produce the revised manual;
- a suggested marketing plan
- the likely cost of the revised manual, and sources of funding;
- further issues requiring consideration.

1. Overview of Market Research

In March 1997 QDPI Marketing Services carried out research into the views of current and potential users of the Australian Seafood Catering Manual, as a guide to the potential market for a revised edition. Interviews were conducted with current and potential users of the manual from across Australia, including seafood distributors and exporters, purchasing managers of large retail chains, chefs (at enterprises ranging from medium sized establishments to large hotels) and persons from the training and education sector (see Appendix 1).

The market research found that the manual is being used for one or more of the following purposes:

- to train others about buying and using seafood (67 per cent of respondents);
- to identify particular species (63 per cent of respondents);
- to promote the sale of Australian seafood (37 per cent of respondents);
- to assess the quality of seafood (30 per cent of respondents);
- to find out how to store or handle seafood (26 per cent of respondents);

- to identify suitable alternative species (26 per cent of respondents);
- to find out how to cook seafood (22 per cent of respondents).

The market research also revealed that the most used sections of the manual by respondents were

- Species information (89 per cent)
- Quality (78 per cent)
- Storage (78 per cent)
- Hygiene (70 per cent)
- Preparation (67 per cent)
- Cooking (65 per cent).

Below is a brief summary of the strengths and weaknesses of the *Australian Seafood Catering Manual* and its future opportunities, as identified by the market research (see Attachment 1 for tabulated results of market research).

1.1 Strengths

Of those interviewed 87 per cent said the *Australian Seafood Catering Manual* was more useful than any other publications about Australian Seafood.

Comments about the strengths of the manual include the following :

- *Concise - very comprehensive covers all relevant areas, unlike any other product on the market.*
- *Covers all major species. The species information is thorough and complete.*
- *The spiral bound version lies flat and is easy to use in kitchens.*
- *The glossy colour photos are more realistic than black and white.*
- *Good trainee resource. Great for someone new to the trade or at TAFE.*
- *There is no other product where all the information is presented in one publication.*
- *It is a showcase of Australian seafood (a great gift for overseas clients).*
- *It is easy to read and has a good layout.*
- *It is a good reference book.*

1.2 Weaknesses

When asked how well the manual met their current needs 44 per cent of those interviewed stated 'extremely well', while 41 per cent stated only 'quite well'. The reasons for the reservations of this second group can be deduced from the following comments made by respondents:

- *The manual cannot be updated in its current format.*
- *The colour of certain species identification photos is not realistic and the photo quality inadequate - for example the king prawn photo.*
- *The title Australian Seafood Catering Manual is a deterrent to some market segments. The word catering should be dropped from the title to attract other market segments.*
- *The unavailability of the manual. (The full manual is currently unavailable, Volume 2 being out of print).*
- *The manual does not use the correct fish marketing names.*
- *The manual does not cover major imported fish species.*
- *The price is too high.*
- *The manual attempts to target too many markets.*
- *Some of the definitions for the different cuts of seafood are wrong.*
- *Cooking trends have changed since the manual was published and these aspects need updating.*
- *The wine section needs updating and should be more generic.*
- *The perfectbound edition is not user friendly (it does not lie flat).*
- *The 'buying' section is out of date.*
- *Both publications (Volumes 1 and 2) should be in one volume.*
- *The Queensland logo on the front of the publication gives the false impression that the seafood profiles contained in the manual are Queensland-specific.*
- *The manual is not very sturdy. The front cover is not durable and the tabs and dividers fall apart. The spiral binding on the original manual is of poor quality and also falls apart.*
- *The manual is too big and bulky and needs to be in a ring binder format.*
- *The seasonality information is out of date.*
- *The manual has been poorly marketed.*

- *The 'menu morsels' section should be in dot points.*
- *The 'cooking' section does not contain enough detail and lacks recipes and photos of the finished dish.*
- *The 'remarks' sections in the species identification pages are not sufficiently detailed.*
- *The manual has been badly indexed - the nutrition chart is not included.*

1.3 Future Opportunities

It was clear from the market research that there is opportunity to:

- include an 'other products' section in the manual (including for example seaweed, jellyfish, sea urchin and beche-de-mer);
- include information on nutrition and alternatives on the species page rather than in the table at the back of the manual;
- include overseas names of fish for international markets (for example the Japanese and Chinese markets);
- incorporate the manual into state fishing industry training councils traineeships (as is being done in Tasmania);
- combine different sections to make the manual more comprehensive (for example cooking and recipes, marketing and buying and hygiene and quality);
- include recipes in the cooking section to better target TAFE and the general public, with attractive photos of finished recipes (especially for unpopular fish);
- produce the manual in CD-ROM format to meet the needs of the TAFE market, to reflect the fact that the manual is primarily used as a training resource;
- network and link with the Australian Seafood Industry Education Network and TAFE's National Catering Curriculum Committee;
- include a major imported fish section (incorporating for example hake, Nile perch and Indonesian reef fish);
- update the 'Hygiene' and 'Quality' sections with the help of Queensland Health (incorporate Reg Warren's book, *A guide to the safe handling and inspection of seafood*);
- update the 'Buying' section in the manual;
- include extra fish species such as Australian salmon and ocean trout; and
- develop by-products from the manual, such as:
 - species profile posters (individual fact sheets for each species for the retail and food service sectors) to accompany the manual;

- a teachers' manual and overhead transparencies; and
- a self-paced learning manual.

2. The Revised Manual

A draft revised version of the *Australian Seafood Catering Manual* was developed from an analysis of the survey conducted with current and potential users of the manual (see ring-binder mock-up from Milestone 2). The following outlines the suggested content and physical format and presentation of such a revised manual.

2.1 Content

The survey showed that 87 per cent of respondents found the *Australian Seafood Catering Manual* was more useful than any other publication in its field. However the shortcomings identified in sub-section 1.2 make it clear that improvements are needed if the manual is to elicit a high level of satisfaction among users.

The market research indicates that the following modifications are needed if the manual is to meet the needs of the market place.

Updates

According to 17 per cent of those interviewed some information in the manual is out of date and needs to be updated. Specifically, 13 per cent of respondents thought the glossary and cooking terms needed updating and 7 per cent that the seasonality information needed updating. Other areas of concern were the fish names, nutrition, size and common forms, cooking, preparation, quality, hygiene, buying and storage sections. In the light of these comments it is proposed to:

- update the species identification pages, using official fish marketing and scientific names;
- update seasonality information on the species identification pages;
- update the average size and common forms sections of the species identification pages in Volume 1;
- update the nutrition information to reflect the nutrition research being carried out by the CSIRO, and link in with the nutrition work being carried out by Shaun Sommerset (Queensland Department of Health) and Martin Bowerman.
- combine the 'Quality' and 'Hygiene' sections and update this material with relevant sections from Queensland Health publication *A Guide to the Safe Handling and Inspection of Seafood*.
- update the 'Storage' section with relevant sections from the same publication;
- update the 'Buying' section and combine with parts of the 'Marketing section';
- revise the 'cooking' and 'preparation' sections to reflect changing trends;

- update the 'glossary.

Additions

Among those interviewed 7 per cent stated that there should be additional information on cooking techniques and preparation, 9 per cent advocated the inclusion of additional species in the manual, 7 per cent said there should be more pictures of prepared products and recipes, and 35 per cent expressed an interest in the inclusion of advertising. Other additions suggested included minimum legal size per state and the overseas names of fish. It was also suggested that the alternative and nutrition information be incorporated together as an addition to the species pages.

In the light of these results it is proposed to:

- include additional species in the species identification pages, such as ocean trout and Australian salmon.
- incorporate an 'other products' section into the back of the species identification section, including seafood products such as seaweed, jellyfish, sea urchin and beche de mer;
- include a major imported fish section in the species identification pages, incorporating species such as hake and Nile perch;
- include chef's tips on each of the species pages—for example cooking times and cooking methods for individual species;
- include common overseas names of fish in the 'Main types' section of the species pages;
- incorporate the nutrition and alternative chart information at the back of Volume 1 into the species pages in a user-friendly format;
- Include minimum legal size per state for seafood species in the 'Buying section' of Volume 2;
- Place full page, colour advertisements at the back of the eight section dividers in the manual (see mock-up 1 from Milestone 2).
- Seek advertisements also for the species pages and the cooking and recipe pages.
- Interviewees from the hospitality training sector also indicated that inclusion of recipes in the current cooking section would capture a greater share of this market. Full colour photographs of prepared meals would need to be included. Well known Australian chefs could be asked to provide simple seafood recipes and photos.

Deletions

Many interviewees suggested some deletions from the manual:

- 56 per cent of interviewees found that the marketing section either not essential or unnecessary, 59 per cent suggested deletion of the assistance chapter, 62 per cent

considered the booklist was either not essential or unnecessary, 30 per cent found the wine section unnecessary.

Given the above comments it is proposed to:

- delete the nutrition and alternative tables at the back of Volume 1 and incorporate the information into the species pages as indicated above (A revised alternatives chart would be included in the Australian seasonality calendar;
- delete the assistance chapter (this information is out of date and is now covered by the *Australian Seafood Directory*);
- delete the booklist, which is also outdated;
- make the 'wine' section more generic and include wine advertising to recoup costs;
- delete 80 per cent of the marketing section and combine the remaining essential points with the buying section.

Proposed Content

The above modifications would result in a revised manual with eight main sections in the following order:

- Species
- Buying and marketing
- Quality and hygiene
- Storage
- Preparation
- Cooking and recipes
- Glossary
- Index

2.2 Physical Format and Presentation

Interviewees stressed the need for the revised manual to be as durable and as simple to read as possible. Relevant comments on the current manual and a revised edition included the following:

- 22 per cent of interviewees found the manual easy to read and understand.
- 11 per cent of interviewees stated that the manual had good layout, diagrams and charts.

- 44 per cent of interviewees used all of Volumes 1 and 2 and 37 per cent stated they used certain chapters from both volumes. According to 20 per cent of respondents the manual should be in one volume.
- 87 per cent of respondents believed it important that the manual be in colour since colour was essential for the species identification photos as well as a major selling point of the manual.
- 52 per cent of respondents favoured spiral binding and 41 per cent ring binding, only 20 per cent liked the perfectbound version (some respondents favoured *either* the ring binder or spiral bound version). Here price was not an issue as 75 per cent of interviewees indicated that even if a ring binder or spiral bound version was more expensive they would still prefer them a perfectbound version.
- When asked about an alternative form 87 per cent of interviewees advocated a CD-ROM version.

Other comments made by interviewees included:

- *Do not like the perfectbound edition as it does not lie flat and falls apart.*
- *Dislike the name.*
- *Not very sturdy (e.g. spiral bindings, cover and dividers fall apart).*
- *Need better quality photos of some species.*

Given the survey findings it is proposed that the physical format of the revised manual be as follows:

- The revised manual would be compiled into one volume instead of two. Given the proposed revisions, length is estimated at around 334 pages.
- The revised manual would use a ring binder format, for reasons of durability and ease of updating.
- The manual would be printed in full colour.
- The front cover would be redesigned and the title modified to read *Australian Seafood Manual*. This would ensure that the publication appealed to a wider target audience than the catering market.
- The general layout, charts and diagrams would remain unchanged (as most interviewees found the manual easy to read and understand).
- New and improved photos would be provided for certain species.
- To enhance durability it is proposed that the dividers be printed on 300 gsm gloss art board with laminated tabs and reinforced spine. The text be printed on 130 gsm A2 gloss paper also for durability.

- A CD-ROM would be produced to either accompany the printed ring binder folder as a package, or be marketed on its own as a cheaper version of the manual for the TAFE and training market.

3. Production of the Revised Manual

Market research to identify the best content and physical format and marketing strategy for a revised version of *the Australian Seafood Catering Manual* is just an initial step towards having a new manual ready for dissemination to industry. Further work is now required to collect and revise data to update the manual (as outlined above), print the manual, and implement a marketing strategy.

The production strategy developed by Marketing Services (MS), and the associated cost estimates, are outlined below. It is estimated that production of the revised manual would require around 12 months.

Data collection, updating, redesigning and reviewing (Marketing Services)

- Since the revised manual will include three new sections, a recipe section and additional material on species, a considerable amount of data collection and revision will be required.
- In order to combine the sections on buying and marketing, quality and hygiene, cooking and recipes this material will need to be rewritten.
- As noted above major sections of the manual will require updating—for example marketing names, nutrition, seasonality, hygiene, storage and quality, average size, common forms, the glossary and cooking terms, and the wine and buying sections (see, Section 2.1 above). This will also involve extensive data collection and revision by industry specialists and TAFE catering/cooking lecturers.
- Data will need to be collected from the Hospitality industry, CSIRO, the Health Department, state fishing industry council, wholesale markets in selected states, fishing industry training councils, and industry specialists. All final data will need to be reviewed by industry specialists.
- The costs for Marketing Services to complete this work is outlined below (see Table 1, p. 22). This figure includes implementation of the marketing plan (see section 4 below).

Graphic design, film work, printing, and CD-ROM production

- Portfolio Graphic Designers of Brisbane designed the *Australian Seafood Catering Manual* and produced the original artwork. It has quoted \$54 999 to make substantial modifications to the original artwork and produce new digital artwork and film separations (see Appendix 2).
- Five printing firms have provided quotations for printing the revised manual in ring binder format. The lowest quote is attached (Appendix 3).
- It is recommended that the first print run be 5 000 copies. Based on the specifications outlined in subsection 2.2, this would entail printing and binding costs of \$87 754 (around \$17.55 per manual, see Appendix 3). The materials quoted on are of a standard that will be user friendly and ensure longevity. The dividers will be printed on 300 GSM Gloss art board with laminated tabs and reinforced spine for durability. The text will be printed on 130 GSM A2 Gloss also for durability.

- A quote was obtained for a CD-ROM version of the revised manual to meet the demand of the TAFE market for a lower cost and interactive version. The cost was \$19.80 per CD-ROM for a run of 1 000 copies (see Appendix 4).

4. The Suggested Marketing Plan

Following is the suggested marketing strategy that Marketing Services has developed for the revised manual.

4.1 Target Markets

The main markets for the manual comprise:

- distributors/wholesalers of seafood;
- exporters, overseas importers, and government agencies (such as Austrade);
- education and training establishments such as TAFE and seafood schools;
- fish processors throughout Australia;
- the food service sector - restaurants, caterers and institutional providers, including chefs, business owners and purchasing managers;
- the food retail sector, particularly purchasing managers in major retail chains.

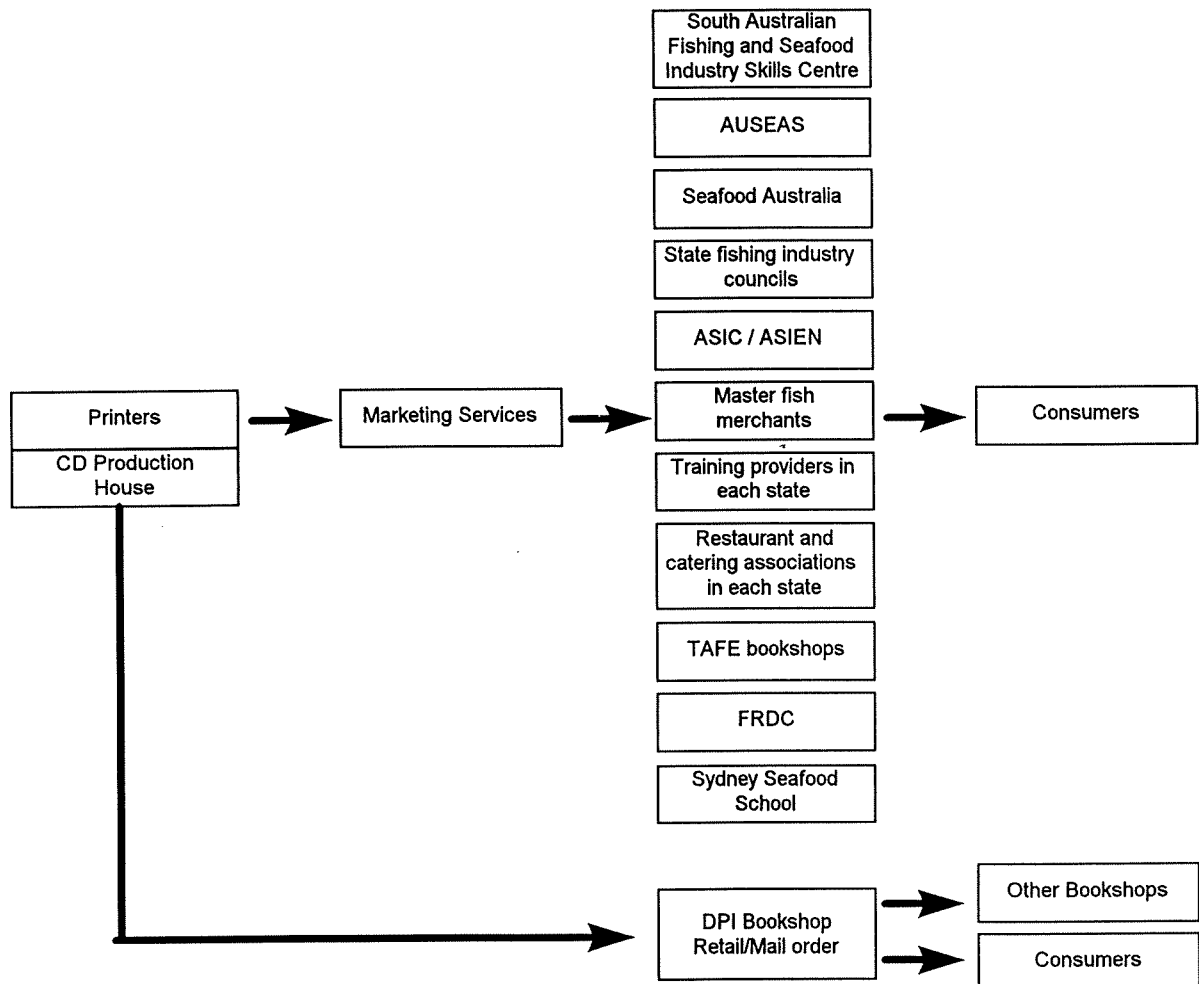
Secondary markets are Australian schools and home seafood enthusiasts.

4.2 Distribution

- A two channel distribution system would be used to distribute the Australian Seafood Manual in both printed and CD versions. Intermediaries such as seafood industry bodies, state restaurant and catering associations and specialty and TAFE bookstores would act as retailers of the product. They would obtain an initial book order through Marketing Services with distribution directly from the printer and CD production house. The remaining stock would be sold through the QDPI Bookshop. There will be a small commercial margin for these groups, but the emphasis would be on effectively selling the manual in order to promote the industry and the safe handling of seafood.
- The QDPI book shop will be the main distributor to end users. They would also supply other bookstores and intermediaries who may wish to order subsequent supplies. Market research identified that 39 per cent of respondents obtained the current manual through mail order due to the convenience of this method; therefore the QDPI book shop would also set up a mail order system with a 1800 number.
- General bookshops may also act as intermediaries retailing direct to the general public, but at higher margins (50 to 100 per cent).

- Figure 1 shows the proposed distribution system, developed after discussions with industry and current and potential users of the manual.

Figure 1: Distribution System



- The proposed distribution system would ensure that the revised manual will be available to seafood educational services, the food service and food retail sectors, seafood distributors and the general public.

4.3 Pricing

- The market research found that 52 per cent of respondents (excluding those from the TAFE sector) considered the manual's original price (\$90 for the two volume colour spiral bound set) to be good value for money, while 28 per cent considered it to be excellent value for money. When asked what price they would be willing to pay if the manual were re-released on the market 52 per cent said between \$64 and \$79 while 17 per cent said less than \$50.

- When asked what price would be acceptable to students, 80 per cent of respondents from the TAFE and training sector agreed that the price would definitely need to be less than \$50 and closer to \$20.
- The above views were taken into consideration when redesigning the manual and establishing the pricing strategy. The proposed revisions of the manual resulted in an estimated production cost of \$26.80 per copy (see Section 5).
- Given the different price requirements of specific market segments it is proposed to have a three-level retail pricing strategy.

Seafood, food service and retail sectors

- The price will need to be consistent across these target markets due to their overlap. Discussions with industry have shown that the seafood market outlets such as Seafood Australia, the Sydney Seafood School, the Master Fish Merchants Association, training councils, consultants, and training providers, and the catering market outlets such as the Restaurant & Caterers Association, require a commercial margin of at least 20 per cent to effectively on-sell the manual. If the manual is sold to these groups at a price of \$50.00, it is suggested that the retail price in this market be set at around \$65.
- As an incentive to their members the restaurant and catering associations may wish to offer a discount, so their on-sell price might be closer to \$60.
- The QDPI book shop would also offer the publication to these markets at a retail price of \$65.

General public

- Large retail book store chains and specialty bookshops (such as The Cookery Book bookshop) require a much higher margin than the above distribution outlets. Typically their margins are closer to 100% of the wholesale price. With such a mark-up the publication price to the general public would be around \$100.

TAFE/education

- The manual should also be on-sold to the TAFE market at a discounted rate, Marketing Services recommends a wholesale price of \$30. Further discussions with TAFE book distribution outlets will need to be held in order to determine a retail price for this market, but it is anticipated to be about \$35. The aim is not to make a profit on this market segment but to recover costs. The incentive to service this market is for the industry to be promoted and seafood to be handled correctly.
- Another way to satisfy the low cost requirement of the TAFE markets is the proposed CD-ROM, A production cost of \$19.80 per CD-ROM which would retail in this sector for between \$25 and \$30. (This price could be brought down further with higher production runs.)

4.4 Promotion

The market research identified lack of promotion as a major weakness in the marketing of the Australian Seafood Catering Manual.

The manual's promotion budget was small compared to marketing budgets for commercial products. There was little follow up/repeat promotion and little visual marketing/promotion.

Promotion and sales of the manual was mainly by the cost-effective direct mail methods, using few visual presentations. As a result potential buyers were not made sufficiently aware of the comprehensiveness, presentation, quality and practicality of the manual unless they happened to see an actual example.

Given the above, the following strategy is proposed:

Public Relations

Public relations will be the major promotional tool to create public awareness of the revised manual in both its printed and its CD-ROM formats. Marketing Services QDPI would embark on a strong public relations campaign by developing and circulating media releases, and managing events aimed at promoting the manual. This will be done in conjunction with other seafood-related publications published by FRDC, notably the seasonality calendar, a direct by-product of the original manual.

The following publications will be targeted with media releases promoting the revised manual:

- *Inside Dining*;
- restaurant and catering association newsletters in each state;
- *Open House*, a major food service magazine (official publication of the Australian Culinary Federation and Association of Professional Chefs and Cooks of New South Wales and Queensland);
- association newsletters such as the newsletter of the Association of Professional Chefs and Cooks;
- *Australian Hoteliers* magazine;
- a regular column in *Seafood Australia*;
- *Retail World*;
- *Hospitality Asia*;
- fishing industry magazines both national and state based, such as *Queensland and New South Wales Fishermen*;
- the ASIC Newsletter; and
- the FRDC newsletter;

- Relevant magazines and newsletters that target the TAFE market;
- *Women's Day, Women's Weekly, Gourmet Traveller, Vogue Living* and airline magazines (to target the general public).

A television segment on one of the national cooking programs may be another avenue for promotion given that the addition of the recipe section would expand the target audience to include the general public.

Launches of the revised manual would also be another PR tool. Industry representatives from the food service and food retail sectors and key media would be invited. Testimonials from key people in the different target markets would also be used to promote the manual. Up to 50 copies of the manual would be distributed free to key representatives in the target markets for promotional purposes.

Sales Promotion

- As was the case with the seasonality calendar, booths, displays and presentations at conventions, trade shows and food and trade fairs would be important avenues for promoting the manual. To be cost effective they will need to involve joint promotion with other FRDC publications and with organisations such as ASIC, AUSEAS and Seafood Australia.
- Package deals would be arranged for purchases of both the printed and CD-ROM versions of the manual.
- Promotional kits will be developed containing glossy visual posters and brochures promoting the manual.
- Each state government's overseas offices as well as Austrade's key staff would be provided with promotional copies of both versions of the revised manual as well as posters, brochures and order forms (promotional kits) to display and distribute to clients.
- Discounts could be used to encourage joint purchases of the manual and other FRDC products such as the *seasonality chart* and *Fish Marketing Names*.
- Distributors will be provided with posters, brochures, order forms and demonstration copies to set up point-of-purchase displays.
- Personal selling will be another important element when promoting both the printed manual and the CD-ROM. Personal selling was a successful means of promotion with the *Fish Atlas* and *Marketing Names* book. In particular it could prove valuable in making potential buyers fully aware of the qualities of the revised manual.

Direct Marketing

Direct mailing the restaurant and catering industry, TAFE Colleges, seafood suppliers and exporters and Australian overseas government offices would be an important tool in the promotion strategy. Consumer research has shown that direct mail-out of brochures has been an effective method for promoting the manual and other seafood publications. It would be

important for these brochures to be highly visual in order to convey the presentational and other qualities of the revised manual and its practical usefulness.

Using database mailing lists it is possible to target those consumers who currently subscribe to hospitality, food and beverage magazines. The lists include chefs and purchasing managers and those involved in food education. Records of those who purchased the first version of the manual would also be used to encourage repeat.

As in the case of general sales promotion it would be advantageous to co-promote with other FRDC products.

Advertising

- Advertisements co-promoting the revised manual and other FRDC products (particularly the seafood seasonality calendar) would be in selected food service and food retail magazines, both domestic and international.
- The Internet would also be an important advertising medium, particularly for the TAFE and training market. A website is currently being developed for the seasonality calendar, and a web page specifically for the manual could be linked to this site.

4.5 Financial Aspects of the Project

Underwriting Strategy

FRDC would initially be required to commit funds to redevelop and produce the revised edition of the manual (see Section 5 for project costs and funding). These costs would then be partially recovered as follows.

1. Advertising

It is envisaged that a significant part of the cost of revising and marketing the manual would be recouped by the sale of advertising. Revenue from this source is estimated at \$57 500 (see Table 1).

It is proposed that the advertising space be filled as follows:

- Full colour space on each of the 8 dividers (see mock-up) within the manual would be available to advertisers. This may sell for \$2 500-\$3 000 per page; at a rate of \$2 500 per advertisement it would generate \$20 000. Potential advertisers to be targeted would include large seafood wholesalers, processors and exporters, seafood processing equipment companies, seafood publications (such as Seafood Australia and Queensland Fisherman), airlines (freight), the Sydney Fish markets, etc.
- Advertising space would also be available on the species identification pages. It is suggested that this space be promoted to wine companies-advertisements could combine the wine promotion message with a message promoting seafood thus bringing together the wine and seafood industries (as achieved with the seasonality calendar). There would be space for 55 wine advertisements within the wine sections of the species pages each of which might sell for \$500-\$1 000. At the lower figure it would generate \$2 700.

- Space for at least one advertisement per page would also be available within the 20-page recipe section. Potential advertisers to be targeted would include the makers of complimentary products such as Masterfoods, cooking oil companies, etc. It is estimated that this space would sell for \$500-\$1 000 per advertisement. At the lower figure it would generate \$10 000.

2. Sponsorship

It is estimated that \$9 000 could be raised from sponsorship space within the manual (see Table 1), as follows:

- Sponsorship space would be available inside the front cover. This would be prime space and would be offered to eight seafood industry bodies for around \$500 each generating a total of about \$4000. It is suggested that these include key seafood industry bodies such as ASIC, AUSEAS, fishing industry councils, SA Seafood Industry Skills Centre, fish markets and Master Fish Merchants. Such sponsorship would be good public relations for these bodies, as it would positively promote their corporate image.
- It is also suggested that sponsorship space be available on major species pages: companies with a commercial interest in a species would have their logos displayed with that species for example Tassal and salmon. It is suggested that this space would be offered for \$500. If 10 key species were chosen for sponsorship income would amount to \$5 000

3. Sales

- Marketing Services will sell the printed version of the manual to key distributors at \$50-: the production price of \$26.80 plus a 92 per cent mark-up. It will sell to the TAFE sector at \$30-: the production price of \$26.80 plus a 12 per cent mark-up.
- As noted in section 3 it is proposed to print 5000 copies of the revised manual, of which 50 would be distributed free for promotional purposes. If 3500 copies were sold at \$50 and 1450 at \$30, income would amount to \$218 500. This would cover the cost of graphic design, film, and printing of \$133 998 and leave \$49 502 available for other areas such as promotion (see Table 1).
- Marketing Services will also sell the CD at \$23-: the production price of \$19.80 plus a 16 per cent mark-up. If 100 copies were sold revenue would amount to \$23 000. This would cover the cost of production and leave a surplus of \$3 200.

5. Project Costs/Funding

Table 1 outlines the estimated cost of producing and marketing the proposed 'Australian Seafood Manual'.

Table 1: Budget for production and marketing of the 'Australian Seafood Manual'.

Item	(\$A)
Expenditure	
Salaries plus on-costs	
Manager Marketing Services (1 week)	3 150
Senior marketing specialist (3 weeks)	14 700
Two marketing specialists (full time for 40 weeks)	112 000
Sub total	129 850
Travelling costs	
Domestic travel	5 000
Sub-total	5 000
Operating costs	
Editing	3 500
Design & production of digital artwork	13 245
Film separations	41 754
CD production	19 800
Printing (5000 copies)	78 999
Advertising	4 000
Promotion	27 000
Sub-total	188 298
Expenditure Total	323 148
Revenue	
Sponsorship of individual species pages	9000
Advertising revenue from dividers and recipe section.	57 500
Marketing Services projected CD sales (1 000 x \$23.00)	23 000
Marketing Services projected Manual sales	218 500
(3 500 x \$50.00 = \$175 000; 1 450 x \$30.00 = \$43 500)	
Revenue Total	308 000
Excess of expenditure over revenue	15 148

6. Further Issues for Consideration

6.1 What to Do with the Remaining Manuals?

QDPI currently holds in stock approximately 1 400 copies of volume 1 of the original manual. Marketing Services recommends that these be sold at a discounted rate at seafood and food retail and service conventions over the next year- such as the 2nd Australian Culinary Conference(23-26 August), Sydney Fine Foods (7-10 September) and at the Queensland Seafood Festival (17 -19 October).

6.2 By-products

The market research identified a variety of by-products that could accompany the revised version of the manual. Some key suggestions by industry are as follows:

- The development of A3 or A4 size species briefs. These would be a series of mini-posters on the major species covered in the manual and would inform the consumers when the fish is available, when it is caught, its major characteristics, its size and form and cooking methods. These posters would need to be printed on a synthetic paper similar to that of the seasonality calendar. Some of the outlets and restaurants interviewed are already using the information contained within the manual to make their own posters, but would prefer a retail ready-pack of species briefs to be made available with the manual to convey this information to their customers and hence stimulate consumption of seafood.

Two suggestions have been put forth by the training/TAFE sector for developing by-products from the manual:

- a seafood manual/species identification board game
- a teachers' manual with questions and answers and overhead transparencies.

These two products if designed as a package with the revised manual, would make the manual far more attractive to the training sector. They would need to be developed in conjunction with TAFE colleges and training bodies such as the South Australian Fishing and Seafood Industry Skills Centre and the Sydney Seafood School.

6.3 TAFE Curriculum

It would be important to network and link with Australian Seafood Industry Education Network and with TAFE's national catering curriculum committee when rewriting the manual and developing the CD-ROM and other by-products. To ensure that the new manual becomes part of the TAFE curriculum for seafood cookery, the development of a steering committee from this sector is strongly recommended.

Appendix 1 - Market survey interviews

Queensland	
Name	Designation/Organisation
1. Nick Brida	Principal Teacher, Food Technology, C.O.T.A.H.
2. Frank Baines	Hospitality, Moreton Institute of TAFE
3. Glenys Claypole	Home Economist/Training Consultant, Queensland Seafood Trainers & Consultants
4. Guenther Karch	Executive Chef, Conrad Jupiters
5. Jim Luthy	Hospitality, Moreton Institute of TAFE
6. Ross J Martin	Associate Director, Gold Coast Institute of TAFE, Faculty of Hospitality
7. Les Retford	Project Manager, Tourism Training Queensland
8. Oliver Squires	Hospitality, Moreton Institute of TAFE
9. James Visser	Chief Executive Officer, Restaurant & Caterers' Association of Queensland
10. Murray West	Executive Officer, Qld Fishing Industry Training Council
11. Stephen Thrower	AUSEAS
12. Alan Snow	AUSEAS
13. Eddie Berkovits	Centenary Seafoods
14. Perry Geary	Domestic Marketing Manager, Raptis
15. Terry McBride	COTAH
New South Wales	
Name	Designation/Organisation
1. Francis De Beaujeu	Director of National Accounts, Comcater (foodservice equipment)
2. Sam Gordon	Executive Officer, The Master Fish Merchants' Assoc. of NSW
3. Norm Grant	Director, Pacific Seafood Management Consulting Group P/L
4. Steven Hillyard	President, Assoc. of Professional Cooks & Chefs; Director of Australian Culinary Federation
5. John T Ivimey	Manager, The Cookery Book
6. Lyn Macready	Woolworths - Training
7. Maria Papadopoulos	Seafood Promotions Officer, Sydney Fish Markets

New South Wales - Continued	
Name	Designation/Organisation
8. Michel Peters	Industry Specialist, Professional Cookery, TAFE, Tourism & Hospitality, Industry Training Division
9. Gus Dannoun	Assistant to General Manager, Sydney Fish Markets
10. Eric McCarthy	Chief Executive Officer, NSW Fishing Industry Training Council Ltd
Australia Capital Territory	
Name	Designation/Organisation
1. John Wardrop	Canberra Institute of Technology, School of Tourism & Hospitality, Department of Commercial Cookery
2. Spyro Kanidais	Blue Seas Seafood
3. Jayne Gallagher	ASIC - Manager SEAQAL
4. Stephen Calder	Professional Chefs Association; Executive Chef, Canberra Southern Cross Club Limited
South Australia	
Name	Designation/Organisation
1. Grant Birrell	Operations Manager, A Raptis & Sons Pty Ltd, Seafood Harvestors, Processors & Exporters
2. Lara Damiani	Manager, Fishing Industry House
3. Roland Ehrhardt	Executive Chef, Adelaide Casino
4. Jenny Ellenbroek	Executive Director, South Australian Restaurant Assoc. Inc.
5. Bob Miller	Fishing Industry Training Council
6. Brian Lawes	Corporate Manager, Cookery Division, Regency Institute, TAFE SA
7. Michael Angelakis	Marketing Director, Angelakis Brothers Seafood, S.A.

Victoria	
Name	Designation/Organisation
1. Tim Rieniets	Market Supervisor, Melbourne Wholesale Fish Market
2. Mel Rook	Casey Institute of Technical & Further Education, School of Hospitality & Tourism
3. Maria Short	Director, Seafood Technologies Pty Ltd, Seafood Production & Processing Specialists
4. Roy Palmer	Fishy Business
5. George Miriklis	Miriklis Seafoods
6. Wendy Lake	Executive Director, Restaurant & Caterers Assoc of Victoria
7. John Podlena	Melbourne Fish Markets
8. Michael White	Director, Seafood Tech P/L, Seafood Production & Processing Specialists
Western Australia	
Name	Designation/Organisation
1. Terry Bright	Executive Director, Restaurant & Caterers Assoc of WA Inc
2. Steve Broomfield	Sales Representative, Food Service Division, Craig Mostyn & Co Pty Ltd
3. Victor G Kailis	Executive Chairman, Kailis Dine-In Seafood Takeaway Cafe
4. Brett McCallum	Chief Executive, WA Fishing Industry Council (Inc)
5. David Purslow	Manager, Training, Hospitality Group Training (WA) Inc
6. Richard Stevens	WA Fishing Industry Council (Inc)
7. Kingsley Waterhouse	Director, Training Services, Sth Metropolitan College of TAFE
8. Peter Dickson	Executive Chef, Hyatt Perth
9. John Maddams	Fishing Industry Training Council, WA
10. Peter Tischhauser	Hospitality Group Training, WA
11. Brett Gray	South Metropolitan College of TAFE, WA

Tasmania	
Name	Designation/Organisation
1. Rory Byrne	Executive Officer, Fishing Industry Training Board of Tasmania (Inc)
2. Tim Hess	Marketing/Export, Petuna Seafoods
3. Dr Felicia Kow	Lecturer, Seafood Technology, Australian Maritime College
4. John McLelland	Area Manager, Tassal Limited
5. Peter Rockliff	Executive Director, Petuna Seafoods
6. George Mure	Mure's Seafood
7. Wendy Richey	Richey Fishing Company
8. Henry Stauffer	Drysdale Hospitality College
9. Peter Derkley	Restaurant and Catering Association/Hospitality Services
Northern Territory	
Name	Designation/organisation
1 Nigel Scullion	ASIEN
2. Paul Politsianka	Fishing Industry Training Council
3. Mary Ann McPhee	NT Chefs Assoc; ex TAFE lecturer

Appendix 2 - Quotation for artwork

PORTFOLIO

Telephone 07 3252 3533
Facsimile 07 3252 2070

PROJECT SPECIFICATION

Client DPI - Agribusiness Marketing Services	Project No. 3393
Contact Francene Brown - DPI Agribusiness / Micheal Brown - DPI Print Services	Date 3/6/97
Project Australian Seafood Manual - ammended / combined version of 2 existing manuals (ART ONLY)	

Portfolio Client Contact
John McManus

DETAILS

Costs Common to document

- global search to change Australian Seafood Catering Manual to Australian Seafood Manual \$360
- renumber all pages and ammend content pages & move chapters to create 1 complete document \$1800

Costs incurred in Species Section

- 1 tab divider page - text only (photo unchanged) \$90
- 1 contents page - advertisement on reverse side to be placed as complete file at firm stage \$90
- ammend all text on the 119 pages of the Species section \$2700
- 14 pages of new Species pages 120 to 133 \$1260
- 9 new Where Caught maps \$405
- 9 new deep etched photos of new species incl in separate firm quote

Costs incurred in Buying and Marketing Section

- 1 tab divider page - text only (photo unchanged) \$90
- 1 contents page - advertisement on reverse side to be placed as complete file at firm stage \$90
- no major text changes - allow for minor changes say 4 pages out of 26 \$180

Costs incurred in Quality and Hygiene Section

- 1 tab divider page - text only (photo unchanged) \$90
- 1 contents page - advertisement on reverse side to be placed as complete file at firm stage \$90
- no text ammendments indicated within this section No costs incurred

Costs incurred in Storage Section

- 1 tab divider page - text only (photo unchanged) \$90
- 1 contents page - advertisement on reverse side to be placed as complete file at firm stage \$90
- no text ammendments indicated within this section No costs incurred

Costs incurred in Preparation Section

- 1 tab divider page - text only (photo unchanged) \$90
- 1 contents page - advertisement on reverse side to be placed as complete file at firm stage \$90
- no text ammendments indicated within this section No cost incurred

Costs incurred in Cooking & Recipes Section

- 1 tab divider page - text only (photo unchanged) \$90
- 1 contents page - advertisement on reverse side to be placed as complete file at firm stage \$90
- no ammendments indicated to the 28 page existing No costs incurred
- 20 pages of new Recipe pages \$1980
- placement of low resolution positional pics of 10 chef headshots and 10 meals \$360

Costs incurred in Glossary Section

- 1 tab divider page - text to withnew full colour photo to replace duotone \$90
- no text ammendments indicated within this section No cost incurred

Costs incurred in Index Section

- 1 tab divider page - text to withnew full colour photo to replace duotone \$90
- reset 16 pages of text

costs incurred for Proofing and Client Sign Off

- 3 sets of laser copies each of 334 x A4 outputs \$1000
- Archive files copy & download & supply master client CD \$500

TOTAL COST FOR DIGITAL ARTWORK \$13245

Couriers additional to the above costs

Authors corrections are additional to the adove costs and are charged at \$90 per hour or part there of

Portfolio Corporate Communications Pty Ltd ACN 010 855 017 270 Water Street, Spring Hill Queensland Australia 4000 email: email@pfolio.com.au

PORTFOLIO

Telephone 07 3252 3533
Facsimile 07 3252 2070

PROJECT SPECIFICATION

Client

DPI - Agribusiness Marketing Services

Project No.

3394

Contact

Francene Brown

Date

3/6/97

Project

AUSTRALIAN Seafood Manual - ammended / combined version of 2 existing manuals (FILM)

Portfolio Client Contact

John McManus

DETAILS

Film Separation Costs -

A4 size, 4 colour process throughout and imposed to printers imposition at 170 screen.

- front and cover A1+ utilizing existing scans
- 29 hi resolution deep etched scans of new species
- 334 x A4 text pages planned in 8's
- 8 x A1+ divider pages utilizing existing scans
- proofing - dyelines and colour chromolins
- specification and supervision

TOTAL COST FOR FILM SEPERATIONS - \$11754

Timeline

21 working days from receipt of approved digital files and printers imposition

Note

The placement of full advertisements will be charged at \$5000 per based on the supply of seperated film or digital files.

Other formats may incur additional costs.

The above quote does not include client corrections and may vary dependent upon final content

Appendix 3 - Quotation for printing and binding

FIXED



HBM PRINT



QUOTATION

HBM PRINT PTY LTD 35 MURRAY ST BOWEN HILLS Q 4006 ACN 059 006 656 PHONE (07) 3252 9122 FAX (07) 3252 3748
HEAD OFFICE FAX: (07) 3257 1503 ACCOUNTS FAX: (07) 3252 1271 POSTAL ADDRESS: PO BOX 325 ALBION Q 4010

DEPT OF PRIMARY INDUSTRIES
PRIMARY INDUSTRIES BUILDING
G P O BOX 46
BRISBANE 4001

DATE: 29 MAY 1997

ATTENTION: MICHAEL BROWN

OUR REF: 129447

We have pleasure in submitting the following quotation which is subject to our trading terms & conditions.

Title : 344PP+8DIVIDERS & FRONT & BACK COVERS
Description : SEAFOOD MANUAL

Size Flat:297X210MM Finished:297X210MM
Stock :350.00 GSM A2 GLOSS - COVERS & SPINES
:130.00 GSM A2 GLOSS - TEXT

Print Specifications : PRINTED 4 COL PROC T/OUT

Bindery Specifications: TRIMMED COLLATE & SPIRAL BOUND

Packaging : CARTONS

Delivery Instructions : ONE POINT BRISBANE

Material Origination : FULLY PLANNED FILM TO OUR IMPOSITION
COVERS 1F&1B W/TURN, DIVIDERS 8 UP S/WORK
TEXT 21X16PP

Quantity : 5,000

Price : \$87,754.00 NETT
Plus sales tax if applicable

EXTRAS :

Price and acceptance of job is subject to sighting of final job.

Thank you for the opportunity to submit this quotation and we assure you of our best attention at all times.

Yours faithfully,


JACQUI DOYLE
CUSTOMER SERVICE.

This quote is not an offer to sell the goods specified in the quote and relates only to such goods as are specified in the quote and is given subject to such goods being available at the time of receipt of the party requesting the quote's Order. Notwithstanding any stipulation or implication in the quote the Company reserves the right to obtain such goods or any part of such goods from any factory or works in the Company's organisation, including any subsidiary or affiliate of the Company.

If the party requesting the quote places an Order for the goods forming part of the quote and the Company accepts that Order in whole or the party requesting the quote (or other person acting on its behalf) gives any delivery instructions for the goods, the Company and the party placing the order shall be deemed to have entered into and be bound by a Contract in the same terms as the "Standard Conditions of Sale" appearing on the back of this quotation. Your attention is drawn to paragraphs 3 and 16 thereof for any variations in the agreement.

CLIENT USE ONLY	
ACCEPTANCE OF QUOTE	
We accept this quotation subject to your trading terms and conditions. This acceptance will be followed with a purchase order.	
Signature _____	Date _____
Fax to: 07-3252 3746	

Appendix 4 - Quotation for CD-ROM development

Why crawl when you can fly?

Graphic Design -
brochures, manuals,
catalogues
specialists in CD
ROM design



CREATIVE GRAPHICS PTY LTD

18 Montgomery Drive
Wellington Point 4160 Queensland
Ph: (07) 3822 2511
Fax: (07) 3822 2743

E-Mail: cdmage@ozemail.com.au

Re: Seafood Catering Manual on CD ROM

Thanks for your time last week and the information supplied to me to enable costing for your seafood manual to be put onto CD ROM.

For the CD ROM, I have divided the information from the manual into easily defined sections that would be instantly accessible. Everything you have in the manual has been included as well as a separate training section in the form of a multiple choice assessment guide. On the attached sheet, you will find a general flowchart giving you the basis for the CD ROM.

Breaking the CD ROM into sections:

1. The catalogue

This encompasses all the species in the manual and the information associated with each entry.

The cost per entry will be \$65. For example, based on your current manual with 56 fish displayed your total cost will be \$3640.

2. General information

This includes the areas of: buying, quality, storage, hygiene, preparation, cooking, marketing, assistance, book list and glossary.

As this section is mainly text based with some illustration work, the most effective way to access this information is through a context sensitive hyper-text linked help file. This means you can access it through buttons at the bottom of each screen and the information becomes instantly available no matter where you are on the CD ROM. As a result it is very accessible to the end user.

Based on the 222 pages of information in the seafood catering manual and including all areas, your total cost is \$7900.

3. Programming

Merin, as I explained when I saw you, for the use of this program, you can choose to pay either a flat programming fee - which will be around \$30,000 or pay a royalty fee per CD ROM produced in this production and all subsequent productions. This fee is \$1.00 per disk (a minimum run of 1000 disks is required).

4. Assessment section

This is based on multiple choice questionnaires. The program would:

- display the questions plus the available answers in random order
- calculate the percentage correct for each section
- allow or disallow navigation from that screen based on the results
- keep a log file of all users and their performance for review and
- allow users to return to the appropriate section for re-assessment

For each 100 questions asked, you are looking at \$1000 for the data entry. Programming cost could be paid for either as a once only fee of \$3,500 or as an additional \$1.00 per disk as a royalty payment (based on a minimum of 1000 CD ROMs produced).

5. Production



Before the royalty payment, the typical production cost of your disks (based on 1000 produced) would be \$2.80 each. This includes the cost of a master disk, manufacture, jewel box and tray, plates and printing, assembly, sales tax and freight. As you can appreciate, this is subject to final quotes at the time of production. The additional programming royalty fees to Creative Graphics Pty Ltd for the two sections would bring your cost per CD ROM to \$4.80

6. Design and Artwork

This covers the design on the CD ROM screens, as well as artwork on the CD ROM cover, the CD ROM disk face and film for the artwork. Your total cost here is \$2450.

Notes:

The costing above is based on all data (written and visual) be supplied to us in electronic form that we can read. We have both Macintosh and PC platforms along with word processing programs, page layout programs, vector and raster image programs, spreadsheets etc. along with many file conversion filters so that virtually any file format for PC would be suitable - the major exceptions being CAD and mapping programs.

No sound, audio visual or video files have been included in the costing of this job. We can of course quote you in any of these areas as you may require.

As you can appreciate Martin, we will need a written statement that the DPI owns the copyright to all the information provided or have obtained permission to use it for this purpose.

Total

To give you an overall cost for the completed job, I have added up each section and itemised them for you.

Entry of data	\$3,640
Artwork & film	\$2,450
Compilation and linking of general information	\$7,900
Production of 1000 disks including programming royalty fee	\$4,800
Entry of 100 questions for the assessment section	\$1,000

Total cost **\$19,790 or \$19.79 per disk.**

As you know, this is considerably cheaper than the cost for production of the written manual and in addition includes an assessment section which the manual does not.

Future disks -

Martin, at the stage you wish to have another production run the cost would be:

New film work	\$450
production of another 1000 CD ROMS (including royalty payments)	\$4,800
cost:	\$5,250 or \$5.25 per disk.

Changes and updates (say 10% of all information is changed) - \$390 per 6 additional entries plus \$790 for an additional 24 pages of information plus \$100 for an additional 10 questions =

cost	\$1280
or an additional \$1.28 per disk.	

As you can see - even with modifications and additions in the future your production costs are going to be in the order of one fifth that of traditional printed media.

I look forward to speaking with you soon and developing a plan of action

Regards

Russell Shannon

Opening Screen

- CATALOGUE
- GENERAL INFORMATION
- ASSESSMENT

You can select the category of product you wish to view with specific characteristics if desired.

- All
- Fish
- Prawns
- Crabs
- Lobster & Crayfish
- Molluscs (Univalves)
- Molluscs (cephalopods)
- Other

Select characteristics

- flavour
- price
- texture
- colour
- moisture
- shape
- bones

View selections

Assessment

Series of multiple choice questions based on all the sections - self testing for students or for examination

Contents:

- Buying information
- quality
- storage
- hygiene
- cooking
- marketing
- assistance

The 'contents' screen allows you to go directly to the 'help files' or you can use the buttons at the bottom of the catalogue screens to access the areas of: *general information, buying, quality, storage, hygiene, cooking, marketing, assistance, preparation, a booklet and a glossary.*

Based on your selections from above, eight pictures per screen will appear. You can then select from these to gather all the relevant information you need.

FISH

picture of product

map and details

Information details from selections above

By clicking on any of the feature buttons (ie: cooking tips, suggested wines, chef's choice, types, where caught etc), all the relevant information about these will show up in the bottom information box.

Linked help file

Box appears over the top of the screen. It was selected from

Gives details from the selected topic