

Seafood Directions 2013



FRDC

FISHERIES RESEARCH &
DEVELOPMENT CORPORATION



**Wildcatch
Fisheries SA**

Table of Contents

NON-TECHNICAL SUMMARY	3
Principal investigator	3
Objectives	3
1. ACKNOWLEDGEMENTS.....	5
2. BACKGROUND	6
3. NEED	7
4. OBJECTIVES.....	8
5. METHODS	9
5.1 Conference Date and Venue	9
5.2 Consultation	9
5.3 Conference Management.....	9
6. BUDGET	12
6.1 Program Development.....	12
6.2 Registration	13
6.3 Social Program	15
6.4 Hall of Fame Induction	16
6.5 Family & Fisher Trade Day.....	17
6.6 Sponsorship.....	18
6.7 Conference Marketing	18
6.8 Exhibition	19
6.9 Website	19
6.10 Satchels	19
7. RESULTS AND DISCUSSION	20
8. BENEFITS AND ADOPTION	21
9. FURTHER DEVELOPMENT.....	22
10. PLANNED OUTCOMES.....	23
11. CONCLUSION	24
Appendix A – Profit and Loss Statement	25
Appendix B – Media Coverage	27
Appendix C – Sponsors	35
Appendix D – Sponsorship Prospectus.....	36

NON-TECHNICAL SUMMARY

2012/505 Seafood Directions 2013 Adapt, Interact, See Food

Principal investigator

James Fogarty
 Shearwater Consulting Pty Ltd
 91 Digger St. Cairns. 4870

Objectives

1. Plan and deliver the eighth Seafood Directions Conference in Port Lincoln South Australia in 2013.
2. Increase the attendance of industry members to include members from other sectors within the seafood industry.

Seafood Directions is regarded as the premier seafood industry conference in Australia. Seafood Directions provides an opportunity for stakeholders of the seafood industry to come together and to discuss current and strategic issues and opportunities at a national forum.

During Seafood Directions 2011, an opportunity for hosting the 2013 event was extended to Wildcatch Fisheries SA by the Seafood Directions organising committee. Wildcatch Fisheries SA accepted the offer and endeavored to provide an interesting and informative conference. Wildcatch Fisheries SA provided the resources necessary to ensure success.

Outcome 1

Seafood Directions 2013 took place from the 27th to 30th October 2013 at Port Lincoln South Australia.

Outcome 2

Conference registrations of 244 which included 13 free for Sponsors were considered to be well above expectations. The higher than expected registrations and sound management resulted in the conference making a profit. The Profit and Loss Statement is at Appendix A.

Registrations

Early Bird Full	67
Regular Full	61
Commercial	59
Day	42
Student	2
Free	13
	244

The number of commercial fishers at 59 was well up on the Gold Coast. The majority of the day rate registrations were commercial fishers as well. The increased interest from commercial fishers could be attributed to the Conference being held in a major fishing port.

Plenary sessions were held on Days 1, 2 & 3 headed by National and International speakers. Sam Guthrie from International Trade Communications spoke on “Business development trends in the Chinese domestic market.” Glen Hurry from the Western Pacific Tuna Commission spoke on the state of World Tuna stocks and Colin Buxton from UTAS spoke on the science of the Super Trawler.

To cater for all relevant requests for presentation slots breakout sessions were held on Days 1 & 2. In total the presentations numbered 42.

In addition the morning of Day 2 of the Conference was left free for delegates to attend separate workshops, meetings and seafood tours of Port Lincoln.

The program for Seafood Directions 2013 was designed specifically to encourage delegate participation, discussion and debate and each presentation was followed by a Q & A session to fulfil these objectives.

During the conference a range of media activities were undertaken. These included: the Family and Fishers Day, the announcement of winners from the National Seafood Awards announcements, creation of the Seafood Hall of Fame and ABC Country Hour broadcasting interviews with speakers from the conference. An overview of the media from the Conference is at Appendix B.

From evaluation of Seafood Directions 2013 the Organising Committee concluded that the conference had been successful in meeting the expectations of seafood industry delegates to the conference by providing an opportunity for exploration, debate, development of issues and challenges currently facing the industry.

Feedback from delegates personally and via Facebook and emails indicated a high degree of satisfaction and a lack of negative comment.

1. ACKNOWLEDGEMENTS

The Principal Investigator would like to thank the members of the Conference Organising Committee for the contribution of time and expertise.

Jonas Woolford - Chairman

Wildcatch Fisheries SA

Franca Romeo

Wildcatch Fisheries SA

Sean Sloan - Director, Fisheries & Aquaculture Policy

Primary Industries & Regions South Australia

Karen Holder

South Australian Women's Industry Network

Nathan Bicknell

Marine Fisheries Association

Glen Ingham

Seafood Account Manager

Primary Industries & Regions South Australia

Peter Horvat

Communications Manager

Fisheries Research & Development Corporation

The project was funded through Wildcatch Fisheries SA by the Fisheries Research and Development Corporation (FRDC) with cash contributions in the form of sponsorship and exhibitions by the following organisations:

- Primary Industry & Regions SA
- Seafood CRC Ltd
- Australian Fish Management Authority
- Department of Agriculture, Fisheries and Forestry
- The Sarin Group
- Austral Fisheries Pty Ltd
- Sydney Fish Market
- Centre of Excellence, Science, Seafood and Health WA
- Commonwealth Fisheries Association
- MGA Insurance Brokers
- West Coast & Spencer Gulf Fishermen's Association
- Fisheries NSW
- Australian Southern Bluefin Tuna Association.

2. BACKGROUND

Since its inception in 1999, Seafood Directions has been regarded as the premier national seafood industry conference industry conference for Australia. Now traveling around Australian, the conference began as a joint venture between the Australian Seafood Industry Council (ASIC) and the peak industry body of the host state. Seafood Directions has now been held 8 times as shown in table 1.1. Previous Seafood Directions Conferences

Date	Location & Host	Theme	Attendees
7th October 1999	Adelaide SA SA Seafood Council	Access Security The Great Environment Takeover	<200
26th November 2001	Brisbane QLD Qld Commercial Fisheries Organisation	Sustainability, Resource Security	>300
17th September 2003	Perth WA WA Fishing Industry Council	Beyond Sustainability Taking the Lead	<300
14th September 2005	Sydney NSW Sydney Fish Market	Netting Profits- Charting a course for a profitable seafood industry	348
31st October 2007	Hobart, TAS Tasmanian Seafood Industry Council	Seafood for Tomorrow - Embracing for change	323
14th April 2010	Melbourne, Vic Seafood Industry Vic.	Connecting the Supply Chain	169
23rd October 2011	Gold Coast QLD Qld Seafood Marketers Association	The Productivity Challenge	245
27th October 2013	Port Lincoln SA Wildcatch Fisheries SA	Adapt, Interact & See Food	244

Seafood Directions provided an opportunity for stakeholders of the Seafood Industry to come together and discuss issues and opportunities in a national forum.

Such a national forum provides an opportunity to:

- Promote and showcase seafood industry excellence and success stories
- Identify and promote best practice and sustainable development
- Examine the latest information, identify solutions and opportunities
- Examine issues of critical importance to the future wellbeing of the industry
- Identify and prioritise future research and development needs
- Build networks at a national level
- Recognise industry excellence through the Seafood Awards
- Use Seafood Directions outcomes to drive future actions

The 2011 Organising Committee extended an invitation to Wildcatch Fisheries SA to host the 2013 Conference.

This was accepted and Port Lincoln was chosen as the venue.

3. NEED

The Australian Seafood Industry operates in a diverse and dynamic environment and although the volume produced in Australia is small by world standards, the value and quality of our product and sustainability of our practices are globally recognised. For the seafood industry to continue to be a world leader in seafood production and quality there must be an opportunity to learn from each other and plan for the future.

The role of Seafood Directions is to provide a significant opportunity for fisheries researchers, managers and others who work in support of the seafood industry. To examine key contemporary and strategic issues and develop blueprints that will ensure a sustainable, profitable and socially resilient seafood industry in Australia. As stated previously, this function of Seafood Directions is particularly valuable in the absence of a National Peak Body representing the interests of the Australian seafood industry as a whole.

The need for Seafood Directions is indicated by the ongoing support of key stakeholders of the seafood industry as is evident by the level of industry sponsorship and attendance at the Conference series.

4. OBJECTIVES

1. Plan and deliver the seventh Seafood Directions Conference in Port Lincoln in 2013.

The organising committee settled on the location at the Port Lincoln Hotel in Port Lincoln SA and the Conference dates to be October 27th-30th. 2013.

2. Increase the attendance of industry members to include members from other sectors within the seafood industry.

The organising committee made the decision that Seafood Directions 2013 would be a conference that examined all facets of the seafood industry in Australia.

To achieve this and to provide an attractive program that would appeal to harvesters, post harvest, fisheries management, researchers and NGOs the committee decided on the following theme.

“Adapt, Interact & See Food”

5. METHODS

5.1 Conference Date and Venue

Based on the experience of previous conferences a date was set in early 2012 to ensure potential delegates and speakers had plenty of notice to set diaries. Extensive searches were conducted to ensure the dates did not clash with other major seafood activities either internationally or domestically. In addition searches were conducted to recognise other activities in the Conference area that could impact on the Conference proceedings

As the previous Gold Coast Conference had attracted 245 delegates it was felt that an attendance in the area of 200 would be targeted. After investigating various properties in and around Port Lincoln it was decided that the Lincoln Hotel fulfilled the criteria. The Awards dinner was held at a separate location.

The venue was set and the dates of October 27-30 were agreed.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **Consider other events scheduled within the selected city and State when setting a date and booking a venue.**
- **Advertise the dates extensively to ensure diaries are marked early.**
- **Avoid peak fishing seasons particularly in the host state.**
- **Consider both Federal and State parliamentary sitting dates**

5.2 Consultation

Consultation commenced with a broad range of stakeholders to ensure all facets of the industry would provide input.

Consultation with previous Conference hosts was considered essential and was carried out regularly with the hosts of both the Tasmanian and Queensland Conferences.

5.3 Conference Management

5.3.1 Establishing an Organising Committee

This project involved the establishment of an organising committee that was responsible for overseeing the project and providing direction and review. The organising committee was selected based on expertise, diversity and ability to contribute to program development.

The organising committee needs to include representatives from a variety of stakeholder groups within the seafood industry. For Seafood Directions 2013 they were as follows:

- Wildcatch Fisheries SA
- Primary Industries & Regions SA
- South Australian Women's Industry Network
- Marine Fisheries Association
- Fisheries Research and Development Authority (FRDC)

The Seafood Directions Organising Committee met once a month and was instrumental in determining the aims, objectives and direction of the Conference. Some of their roles included;

- Support the event within their professional and personal networks
- Provide guidance and advice to the conference organisers
- Identify sponsors and exhibitors
- Identify potential themes and speakers
- Assist with tasks and actions set by the organising committee

The members of the organising committee were as follows:

Jonas Woolford - Chairman

Wildcatch Fisheries SA

Franca Romeo

Wildcatch Fisheries SA

Sean Sloan - Director, Fisheries & Aquaculture Policy

Primary Industries & Regions South Australia

Karen Holder

South Australian Women's Industry Network

Nathan Bicknell

Marine Fisheries Association

Glen Ingham

Seafood Account Manager

Primary Industries & Regions South Australia

Peter Horvat

Communications Manager

Fisheries Research & Development Corporation

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **A maximum of six members is ideal plus a chair, representative from the host organisation, a representative from FRDC and the conference secretariat.**
- **Have a representative from the previous conference**
- **Be clear on the expectation and commitment required by members**

5.3.2 Selecting a Conference Manager

On the recommendation of FRDC Wildcatch Fisheries SA appointed Shearwater Consulting as the Conference Manager. As they had previous experience in organising Conferences and workshops they felt confident that with the help of the organising committee they could manage the process.

The conference manager needs to have the capability to deal with travel/ accommodation, website design, audio visual production, sponsorship and exhibition, printing and design.

Contracting out the conference manager enables the organising committee to concentrate more easily on program development.

It is critical that all the conference manager's duties are clearly outlined in a contractual agreement.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **The Conference manager's role to be contracted out externally.**
- **FRDC has taken over hosting the Conference website so that IP from previous Conferences will be available to future host States.**
- **Develop a contractual agreement identifying roles and responsibilities.**

6. BUDGET

Once the Conference organiser was selected a budget was prepared. Targets were set for delegates and sponsorship. Exhibition stands and awards sponsorship. Various committee members were allocated roles in achieving these targets. The higher than expected registrations and sound management resulted in the conference making a profit. The Profit and Loss Statement is at Appendix A.

The Committee decided to hold a number of additional events to add to the conference experience for delegates. The main ones were:

- A Family and Fishers Trade day at the Marina on the Sunday of the 27th October.
- A Seafood Tour of a King Fish, Mussel Tuna farm and two seafood factories on the Tuesday morning
- The National Seafood Awards dinner on the Sunday evening.

Separate budgets were prepared for these functions but attendance was included in Conference registration for the Awards dinner. Based on the Gold Coast experience with additional events the committee applied a separate charge to the seafood tour that ensured committed participants.

Registrations did meet targets by some extent. Commercial registrations exceeded target as the cost was strategically placed at a low level.

Free of charge registrations were closely controlled. They were mainly provided as part of sponsorship and trade show packages with a small number to some speakers. In total there were 13 free registrations.

Sponsors were difficult to obtain. The sponsorship list from the previous conference together with the sponsorship prospectus should be made available to the new host state at an early stage to allow prospective sponsors to be targeted in good time for them to consider their involvement.

6.1 Program Development

Throughout the project the committee has been a vital ingredient in forming and developing the program. The committee utilised their networks to provide a range of potential speaker for the overarching theme.

The organising committee over a number of meetings developed the subject themes based around “Adapt, Interact & See Food”. The initial thought was to have presentations in one room only. Expressions of interest and suggestions from the committee indicated that demand for presentation spots would quickly overflow a one room session. The committee then decided that concurrent sessions would be introduced to allow demand to be met.

The committee developed the draft program in time to allow its posting online prior to the close of early registrations to allow people the opportunity to judge the tenor of the program prior to registration. The final program showed very little change from the draft program.

The committee also had the opportunity to obtain two overseas speakers to commence each day in a plenary session.

Overall 42 speakers presented and the committee was certain that the conference had provided industry with the opportunity to transfer knowledge, network and examine new business technologies and methodologies.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **The draft program should always be online well before early bird registrations expire to enable delegates to make early decisions.**
- **If separates sessions are to be held then ensure session rooms are close together.**

6.1.1 Call for Papers

It was agreed by the committee that the “call for papers” process would be utilised via an online abstract submission. This would allow presenters the opportunity to showcase their work and also keep speaker costs down. Selection through this process under the proviso that speakers pay for their own attendance (e.g. travel, accommodation and full registration). The abstract process also broadens the network of potential speakers and topics.

Abstracts must fit the theme and feedback given to the presenters. Presenters will need to be pursued.

6.1.2 Invited Speakers

The committee decided that Plenary speakers, be they international or Australian would be offered expenses paid. All other speakers would pay their own expenses plus full registrations if they wished to attend the full conference.

Invitations were extended to two overseas speakers to be keynote speakers on each day. These were accepted and proved to be highlights of the conference.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **Any decision to invite overseas speakers should be taken early in the process as the calibre can have a big impact on registrations.**

6.2 Registration

Registration fees were set at similar levels that applied to Queensland in attempt to attract better numbers particularly harvesters. The fragile state of the industry was a significant factor.

An “Early Bird” lowered fee was offered from the beginning of registrations open to within three months of the Conference. This allowed self funded participants the opportunity to attend at a lower cost. Some delegates had concerns over the costs to attend the conference when combined with interstate travel.

Commercial registrations were slow early as there was really no incentive for early registration. In setting these fees in future, consideration should be given perhaps for an early bird commercial registration

FRDC provides funding assistance for up and coming industry people to attend the conference who may not ordinarily be able to attend. The criteria for this funding and its delivery method needs to be reworked.

No registration brochures were printed and the online website was utilised almost 100% for registrations.

Registration Type:

	Earlybird (Prior to 1 Sept 2013)	Standard (After 1 Sept 2013)
Full Registration	\$550	\$770
Commercial Fisher	\$440	\$440
Student/Concession Registration	\$440	\$440
Day Rate - Monday	\$330	\$330
Day Rate - Tuesday	\$170	\$170
Day Rate - Wednesday	\$170	\$170

Registration entitlements were as follows:*Full Registration/Commercial Fisher*

All Conference sessions (Monday 28th - Wednesday 30th October)

- Ticket to the Australian Seafood Awards Dinner (Sunday 27th October)
- Morning Tea
- Lunch
- Afternoon Tea
- Satchel
- Program

Student Registration

All Conference sessions

- Ticket to the Australian Seafood Awards Dinner
- Morning Tea
- Lunch
- Afternoon Tea
- Satchel
- Program

Day Registration

- Conference Sessions on one day
- Morning Tea on that Day
- Lunch
- Afternoon Tea
- Satchel
- Program

6.2.1 Conference Delegates

Overall 244 delegates attended part or all of Seafood Directions 2013. Of these were;

- 67 Full Registration Early Bird (\$550 inclusive GST)
- 61 Full Registration Standard Rate (\$770 inclusive GST)
- 59 Harvester Registration (\$440 inclusive GST)
- 2 Student/Concession Registration (\$440 inclusive GST)
- 42 Day Registrations (\$330 inclusive GST)
- 13 Sponsor/Trade Free

6.3 Social Program

6.3.1 7th Australian Seafood Industry Awards

Seafood Directions is not only a conference to provide direction and guidance for the industry. It is also an opportunity to socialise and network. The Australian Seafood Industry Awards are the highlight of the conference, not only for socialising but for celebrating the achievements of those within the industry. The night recognises the positive contributions of individuals, businesses, agencies and government (and others) to the Australian Seafood Industry and is therefore a must attend event.

The Awards dinner was moved from its traditional spot at the close of the conference to the Sunday night preceding the conference commencement. This was done to provide a more social start to the conference.

The committee and conference organisers oversaw the event which required contracting the following;

- Audio Visual
- Entertainment (MC and Band)
- Venue Decorating
- Catering Options
- Venue

The Awards venue was the Nautilus Theatre around five minutes walk from the conference venue. The committee appointed Del Giornos in Port Lincoln to provide the catering for this event. The dinner was attended by approximately 300 people and was a great success

6.3.2 Tickets

Included in a full registration package was a dinner ticket to the 7th Australian Seafood Awards. Additional tickets could be purchased for partners for \$140. VIP guests were given complimentary tickets. Sponsors also received free tickets as part of sponsorship.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **Be relatively conservative with estimating final guest numbers.**
- **Provide a suitable venue, in terms of accessibility, space, catering and theme.**
- **Ensure the quality of the seafood (or any food and beverage served) is exceptional.**
- **Allocate seating to avoid confusion on the night.**
- **Have a defined cut-off date for the sale of extra tickets. This will help with confirming numbers with the venue.**
- **Have an additional ticket price for those with a full registration and a higher price for people attending the dinner only.**
- **Pursue local product to assist in lowering menu costs. But it is important to ensure that if produce is supplied that the venue does justice to it and is well prepared.**
- **Ensure committee decisions on budgets are not varied on the night.**

6.3.3 Judging

A Seafood Directions 2013 Award information and Nomination Form was designed and posted on the website. All State and Territory winners were automatic entrants into the Australian Seafood Awards and no new entries were to be accepted i.e. Nominees must win the category they have entered in their State/Territory based awards.

The Award Information and Nomination Form contained the guidelines for entry and the judging criteria. A judging panel was formed and a formal checklist based on a scoring system against the judging criteria was used for each nomination. All were considered by the judging panel and a short list of three finalists in each category was publicly announced

This ensured a paper trail and a record of scores awarded to each finalist. To keep consistency, the judging panel assessed all nominations, not just judge on their area of expertise.

6.3.4 Trophies

Trophies were selected by the committee and it was determined that the winners name be inscribed on the trophy. The committee made the decision to outlay a considerable amount on the trophies to make them a showcase item.

6.3.5 Entertainment

The committee had decided on utilising the services of an MC for the event. The MC was chosen based on recommendations made by members of the committee who had previously attended his performance. The MC provided a great balance of comic relief as well as highlighting the seriousness of the awards and recognising achievements by industry.

The committee selected the MC on the basis of entertainment value for the dinner guests but also for keeping the evening moving along on a time frame.

A duo also provided music for a limited time at the end of the evening. It was known that the awards and Hall of Fame induction would take up most of the evening and there was a strict cut off time for the licence.

6.3.6 Management of the Event

The committee appointed the conference manager to oversee the event on the night. The conference organiser was there to manage the event. This reduced the need for committee members to be involved. The conference manager liaised with the venue, MC and Audio Visual over the course of the night.

6.4 Hall of Fame Induction

In 2013 the Fisheries Research and Development Corporation in conjunction with the National Seafood Industry Association instituted a program to develop a Seafood Industry Hall of Fame.

It was agreed that initial inductees would be winners of State Body Icon or Ambassador Awards and the inaugural members would be inducted at Seafood Directions 2013.

At Seafood Directions 2013 a total of 32 industry people that included a number of deceased people became the inaugural members of the Seafood Hall of Fame.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- **Consideration is given to who is inducted into the hall of fame. This should include a mechanism for people outside the State and National Awards.**

6.5 Family & Fisher Trade Day

The Family and Fishers Trade Day was held on Sunday the 27th to kick off Seafood Directions 2013 proceedings at the Port Lincoln Marina. It was an opportunity to showcase the local fishing industry to visiting delegates and the local community.

Primary Industries and Regions SA launched the Seafood component of their Premium Food and Wine initiative and incorporated a cooking demonstration of seafood by their international seafood ambassador chef Wing Wong Che from Hong Kong and local ambassador chefs Sandy Harder and Tony Ford. They also hosted a panel session of the chef ambassadors and seafood icons Hagen Stehr and Andrew Puglisi.

Guests were invited to tour over vessels and talk to local fishers about their seafood harvesting activities including prawns, sardines, blue swimmer crabs, abalone, mussels, fisheries compliance and the historic tuna vessel the Tacoma. One vessel alone had over 350 look over it.

Other activities included a dragon boat challenge between the states/territories and a service of thanks giving and remembrance to those lost at sea.

Overall there were in excess of 500 visitors at the day.

6.6 Sponsorship

The conference organiser was given responsibility for sponsorship and exhibition requirements for the conference.

It is a major source of income for the conference and needs to be clearly defined at an early stage of the project within the budget. It is also an ongoing process that relies on identifying the potential sponsors and exhibitors.

The 2011 sponsor list was utilised with the committee offering further names of potential partners. A number of regular sponsors to the Seafood Directions conferences were approached and these included; state and federal governments, fisheries research providers, major seafood harvest and post harvest operators. No management fees were paid on sponsorship obtained.

Sponsorship and exhibition packages are described in more details in Appendix D. The sponsorship aimed to seek contributions via two major packages, this being a major dinner sponsor and a major conference sponsor. Some packages were tailored to suit the sponsors with committee approval. Sponsorship and Exhibition partners are found in Appendix B.

The Sponsorship and Exhibition Prospectus was only produced as PDF and available for download from Seafood Directions 2011 website.

6.7 Conference Marketing

Conference marketing was managed by the conference organiser with input from the committee. It was decided that an email promotion would be conducted on a monthly basis where an extensive email list of industry stakeholders would be regularly updated on the current status of the conference.

This was targeted on getting people to visit the website and be aware of conference progress such as call for abstracts, confirmed speakers, social events etc.

The organising committee decided that advertising in various seafood magazines in Australia and New Zealand at an early stage would be a good way forward. Advertisements extolling the virtues of Seafood Directions in Port Lincoln were developed and placed in the following magazines;

- FISH – Fisheries Research and Development Corporation
- Fishing Today – Tasmanian Seafood Industry Council Magazine
- The Queensland Fisherman – QSIA Magazine
- Northern Territory Seafood Council mail out to members
- Seafood Industry Victoria E News
- WA Fisheries - Weekly Newsletter
- SA Fisheries - Website
- NZ Seafood Industry Council – Magazine

Overall the committee felt this was money well spent with interest from Australia. Whether it worked in New Zealand was debatable with many website hits. Nevertheless it was felt this advertising worked quite well.

All efforts should be made to have commonality in advertising material to minimise design costs.

6.8 Exhibition

The Port Lincoln Hotel did not have the facilities to manage an Exhibition as was a feature of previous conferences.

Nevertheless FRDC and PIRSA arranged a stand as part of their sponsorship and ORLAC from South Africa participated with a paid stand.

Future Seafood Directions should try to have exhibition space as it can be a good contributor to revenue.

6.9 Website

Prior to the commencement of Seafood Directions the FRDC took the decision that there should be a permanent website for the conference and that they will host this website on a permanent basis. The rationale was that it would reduce the costs of future IT operations and minimise and ensure that records for all conferences were held in one place. The setting up of this perpetual website was done using SD13 funds.

The Seafood Directions website (www.seafooddirections.net.au) was designed and managed by a contracted company - Adpower Interactive. The website incorporated all the features needed to inform delegates about online registration, call for papers, social program, sponsorship and exhibition, accommodation including online booking and program details.

All information entered on the website, as well as the updating of the site as the program developed, was managed by the conference organiser, where necessary with the Conference Committee and FRDC. At the conclusion of the conference all speakers' presentations were made available.

The winners of the 6th Australian Seafood Awards and the Hall of Fame were also posted on the website.

6.10 Satchels

Delegate satchels were chosen by the committee with the view of keeping costs down.

The satchels were embroidered with the Conference logo. Cost was not a major factor so there was no shortage.

7. RESULTS AND DISCUSSION

The first objective of this project was to deliver the seventh Seafood Directions conference on the 27th- 30th October 2013 at Port Lincoln in South Australia. This has been achieved successfully.

The second objective was to increase the attendance of industry members which to a limited extent was successful. It should be recognised that Port Lincoln presented some logistical difficulties for delegates so an attendance equal to the Gold Coast was a good result.

The final number of delegates was 244. Delegates included fisheries managers and policy makers, research providers, peak seafood industry body representatives, wild harvesters & aquaculturists, processors and others.

The conference organising committee did succeed at delivering a conference that met the needs of regular attendees and effectively extended the areas of interest with regard to themes and presentations. Overall there were three international speakers plus another 39 presenters from government, training providers, conservation foundations, major processors, researchers and marketing specialists.

Due to the demand for speaking spots and the subjects to be covered the organising committee decided to run parallel sessions. Whilst this does create some logistical problems it was felt this was very worthwhile.

The program of Seafood Directions 2013 was designed specifically to encourage delegate participation, discussion and debate and each session was followed by a Q&A sessions to fulfill these objectives.

The committee decided that the Tuesday morning would be free for delegates to organise workshops, meeting or tour Port Lincoln. Many other organisations took the opportunity to hold their own meetings around the conference program.

8. BENEFITS AND ADOPTION

Some of the benefits experienced by the target audiences of Seafood Directions 2013 are listed below;

- Uptake of knowledge
- Transfer of knowledge
- Strengthening and expanding networks across all industry sectors
- Latest information and initiatives on key themes in the seafood industry affecting productivity
- Opportunities for solutions to issues of importance in the seafood industry to secure its future
- Promotion of best practice within the industry
- Recognising and celebrating seafood industry excellence and success stories
- Maintaining networks, engagement with presenters, promoting the industry, enhancing knowledge and improving environmental and business practices are all outcomes that delegates attending the conference can extend into their own work life.

9. FURTHER DEVELOPMENT

A number of recommendations have been made by the Conference Organising Committee.

These recommendations are applicable to both the major sponsor – the Fisheries Research and Development Corporation - and future hosts of Seafood Directions conferences.

The recommendations for future development of Seafood Directions are as follows:

Review very carefully the number of social events to be held and their cost.

The committee decision to keep the Tuesday morning free for meetings and social events proved to be a correct one. Also the decision to charge for the Seafood Tour proved correct as there were no non attendees.

The only events included in the registration fee should be the Conference plus the awards dinner.

Reduced attendance fee

SD2013 increased registration fees over the Gold Coast only slightly except for the Commercial fee which was increased by \$100 with no impact.

Again this needs to be carefully examined in the future.

Previous Seafood Directions Committees have endeavoured to set the fee for commercial operators as close to the cost price as possible. This meant the fee did not change and there was no early bird rate. However, this has led to fishers registering very late. It is recommended that an early bird rate be established for fishers (near cost price) and following that time it increases by a nominal amount \$50-\$100.

International Speakers – to be or not to be?

The Conference registrations for both 2011 and 2013 were given lifts by the inclusion of very well recognised international speakers. This factor should be carefully considered and should be encouraged.

10. PLANNED OUTCOMES

Planned Outcomes	Project Outputs
Hosting of Seafood Directions over 3 days in Port Lincoln	Seafood Directions was successfully hosted in 2013 in Port Lincoln from 27th to 30th October Attendance was 244
The Australian Seafood Industry will benefit from the conference through the sharing of information, ideas, opportunities, threats and the development of strategic plans for future growth and sustainability.	<p>Attendance of 244 from every state in Australia plus New Zealand, India, Sri Lanka and Indonesia.</p> <p>42 presentations on a wide variety of themes under “Adapt, Interact & See Food”.</p> <p>Social networking opportunities including workshops and Seafood tours. 7th Australian Seafood Industry Awards</p>
The South Australian seafood industry will benefit from the Conference through national recognition and the opportunity to share information and learn from others experience.	<p>Attendance of 244 from around Australia, New Zealand, India, Sri Lanka and Indonesia.</p> <p>Presentations by representatives of non-local seafood industries.</p> <p>Social networking opportunities The 7th Australian Seafood Industry Awards</p>
The local community will benefit from the conference through gaining a greater understanding of Australia’s seafood industry, its operations and vision	<p>Promotion of the conference which enabled locals to better understand the issues and challenges facing the Australian seafood industry.</p> <p>The 7th Australian Seafood Awards. The Conference website which includes all the presentations and winners of the Seafood Awards.</p> <p>Promotion of the Industry and the Award winners with interviews on Channel 2, 7, 9 & 10 plus ABC Country Hour. Also other food websites.</p>

11. CONCLUSION

Seafood Directions 2013 “Adapt, Interact, & See Food” reached all the defined project milestones and performance indicators with an overall great performance in the face of some tough challenges. The greatest challenge was attracting delegates to Port Lincoln due to high travel costs

The conference attracted international, national and local speakers and delegates. There were 244 conference delegates. This was quite pleasing as the committee had budgeted on 200. It was interesting that there were approx. 300 people at the awards dinner and probably 25 of these were people who had won a state award and travelled long distances just for the dinner but did not attend the conference.

Appendix A – Profit and Loss Statement

Wildcatch Fisheries SA Inc

PO Box 2099
Port Adelaide SA 5015

Profit & Loss Statement

July 2012 through December 2013

SD13

Seafood Directions 2013

Income	Budgets	Actuals	Difference
SD13 Sponsorship	\$80,000.00	\$72,000.00	\$8,000.00
SD13 Registrations	\$68,000.00	\$92,200.17	(\$24,200.17)
SD13 SF Tour	\$3,818.18	\$4,645.47	(\$827.29)
SD13 Advertising	\$2,300.00	\$3,100.00	(\$800.00)
SD13 Award Sponsorship	\$33,000.00	\$21,000.00	\$12,000.00
SD13 Awards Dinner	\$43,799.63	\$44,818.16	(\$1,018.53)
SD13 Conference Booth	\$4,545.46	\$4,545.46	\$0.00
SD13 Trade Day	\$2,500.00	\$2,500.00	\$0.00
SD13 Bursaries	\$8,000.00	\$9,000.00	(\$1,000.00)
Total Income	\$245,963.27	\$253,809.26	
Expense			
Administration Fee	\$40,000.00	\$40,000.00	\$0.00
Bank & Merchant Charges	\$4,500.00	\$2,271.49	\$2,228.51
Insurance	\$2,000.00	\$2,282.49	(\$282.49)
General Expenses	\$1,000.00	\$578.18	\$421.82
CONFERENCE EXPENSES			
Conference Management	\$40,000.00	\$43,200.00	(\$3,200.00)
Bursaries	\$8,000.00	\$9,000.00	(\$1,000.00)
Advertising	\$8,000.00	\$7,078.00	\$922.00
Travel & Accomodation	\$8,000.00	\$14,602.17	(\$6,602.17)
Satchels & Lanyards	\$3,000.00	\$2,535.59	\$464.41
Website and Social Media	\$10,000.00	\$11,071.35	(\$1,071.35)
Seafood Tour Expenses		\$5,322.73	(\$5,322.73)
Audio Visual	\$6,600.00	\$1,830.00	\$4,770.00
Transport	\$3,000.00	\$6,443.00	(\$3,443.00)
Conference Venue & Catering	\$25,000.00	\$27,221.36	(\$2,221.36)
Program	\$10,000.00	\$6,790.00	\$3,210.00
Speaker Expenses	\$5,000.00	\$916.40	\$4,083.60
AWARDS DINNER EXPENSES			
Food and Beverage	\$36,480.00	\$39,545.18	(\$3,065.18)
Award Trophies	\$4,000.00	\$3,637.70	\$362.30
Awards Judging Expenses	\$2,500.00	\$3,498.69	(\$998.69)
Hall of Fame Expenses	\$1,000.00	\$414.55	\$585.45
FOC Tickets	\$4,145.45	\$2,918.40	\$1,227.05
Printing	\$1,000.00	\$258.73	\$741.27
Audio Visual	\$4,400.00	\$2,055.00	\$2,345.00
Entertainment	\$3,000.00	\$400.00	\$2,600.00
Transport	\$1,000.00	\$600.00	\$400.00
Decorations	\$3,200.00	\$545.45	\$2,654.55
MC Expenses	\$1,500.00	\$1,500.00	\$0.00
Photography	\$1,000.00	\$454.55	\$545.45
FAMILY & FISHERS DAY EXPENSES			
Printing	\$200.00	\$136.36	\$63.64
Miscellaneous Expenses	\$1,000.00	\$1,592.73	(\$592.73)
Dragon Boat Racing	\$450.00	\$509.09	(\$59.09)
Advertising	\$450.00	\$664.55	(\$214.55)
Audio Visual	\$400.00	\$500.00	(\$100.00)
Total Expense	\$239,825.45	\$240,373.74	
Net Profit (Loss)		\$13,435.52	

Appendix B – Media Coverage

TUE 05 NOVEMBER 2013

Mediaportal Report



iSENTIA
INFLUENCE • INFORM • INSIGHT

Stehr in seafood hall of fame

[Port Lincoln Times, Port Lincoln SA](#), General News

29 Oct 2013

Page 3 - 333 words - ASR AUD 220

Photo: No - Type: News Item - Size: 133.01 cm² - SA - Australia - ID: 220514695

[Read full text](#) - [View print article](#)

5,730 CIRCULATION

Tuna industry launches website

[Port Lincoln Times, Port Lincoln SA](#), General News, [Kimberlee Meier](#)

29 Oct 2013

Page 3 - 274 words - ASR AUD 450

Photo: Yes - Type: News Item - Size: 272.24 cm² - SA - Australia - ID: 220514697

[Read full text](#) - [View print article](#)

5,730 CIRCULATION

Interview with David Ellis, research manager, Australian Southern Bluefin Tuna Industry ...

[ABC North and West SA, Port Pirie, Rural Report, Brooke Neindorf](#)

29 Oct 2013 6:43 AM

Duration: 4 mins 23 secs - ASR AUD 1,626 - SA - Australia - ID: W00055063022

Interview with David Ellis, research manager, Australian Southern Bluefin Tuna Industry Association, about a tuna industry award. Neindorf says a project between the Australian Southern Bluefin Tuna Industry Association and the University of Tasmania that has helped to add an estimated \$20m to the tuna industry has taken out an award at the Seafood Industry Awards in Port Lincoln. Ellis talks about the project to reduce mortality rates, saying they were backed by the Fisheries Research and Development Corporation. He says they also had involvement from Flinders University.

Interviewees

David Ellis, Research Manager, Australian Southern Bluefin Tuna Industry Association

N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

Seafood conference attracts hundreds

[Port Lincoln Times, Port Lincoln SA](#), General News

31 Oct 2013

Page 5 - 229 words - ASR AUD 311

Photo: Yes - Type: News Item - Size: 188.07 cm² - SA - Australia - ID: 220933958

[Read full text](#) - [View print article](#)

5,730 CIRCULATION

iSENTIA
INFLUENCE • INFORM • INSIGHT

COPYRIGHT This report and its contents are for the internal research use of Mediaportal subscribers only and may not be provided to any third party by any means for any purpose without the express permission of iSentia and/or the relevant copyright owner. For more information contact copyright@iSentia.com

DISCLAIMER iSentia uses multiple audience data sources for press, internet, TV and radio, including AGB Nielsen Media Research, Audit Bureau of Circulations, comScore, CSM Media Research, OzTAM, Nielsen, Research International and TNS. For general information purposes only. Any ASRs and audience figures are an estimate only and may be subject error or omission. iSentia makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable for any losses, costs or expenses, resulting from any use or misuse of the report.

Interview with Chris Calogeras, secretary, Fisheries Research and Development ...

 [ABC North and West SA, Port Pirie, Rural Report, Brooke Neindorf](#)

01 Nov 2013 6:40 AM

Duration: 4 mins 26 secs - ASR AUD 1,644 - SA - Australia - ID: W00055106614

Interview with Chris Calogeras, secretary, Fisheries Research and Development Corporation Indigenous Reference Group, about indigenous involvement in fisheries.

Neindorf says the Fisheries Research and Development Corporation Indigenous Reference Group is looking how to better involve indigenous people in the seafood industry, as there is less than 0.5% of aboriginal people involved in the commercial sector. Calogeras says aboriginal and Torres Strait Island people need to be equipped with the skill sets to effectively work in the sector, and literacy and numeracy are issues but there are a lot of highly skilled people. He says that by engaging with Wildcatch SA and the SA government agencies they can try and get more mainstream development.

Interviewees

Chris Calogeras, secretary, Fisheries Research and Development Corporation Indigenous Reference Group

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

Interview with Jason Wilson, Fisheries Research and Development Corporation ...

 [ABC North and West SA, Port Pirie, Rural Report, Brooke Neindorf](#)

01 Nov 2013 6:44 AM

Duration: 3 mins 25 secs - ASR AUD 1,269 - SA - Australia - ID: W00055106772

Interview with Jason Wilson, Fisheries Research and Development Corporation Indigenous Reference Group, about the group.

Wilson talks about being an aboriginal person and being drawn to the group, and says the Seafood Directions Conference is taking the right step in keeping indigenous people involved in the seafood industry.

Interviewees

Jason Wilson, Fisheries Research and Development Corporation Indigenous Reference Group

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

It is proposed that more Indigenous workers are needed in the fishing industry on the ...

 [ABC North and West SA, Port Pirie, 07:30 News, Newsreader](#)

01 Nov 2013 7:32 AM

Duration: 0 min 35 secs - ASR AUD 216 - SA - Australia - ID: W00055107949

It is proposed that more Indigenous workers are needed in the fishing industry on the west coast of SA.

Interviewees

Chris Calogeras, secretary, Fisheries Research and Development Corporation Indigenous Reference Group

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

It has been proposed the SA west coast should look towards increasing the number of ...

 [ABC North and West SA, Port Pirie, 08:30 News, Newsreader](#)

01 Nov 2013 8:32 AM

Duration: 0 min 33 secs - ASR AUD 204 - SA - Australia - ID: W00055109087

It has been proposed the SA west coast should look towards increasing the number of indigenous workers in its fishing industry. Chris Calogeras, Fisheries Research and Development Corporation Indigenous Reference Group says the region is symbolic of a national problem.

Interviewees

Chris Calogeras, Fisheries Research and Development Corporation Indigenous Reference Group

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

Interview with Chris Calogeras, secretary, Fisheries Research and Development ...

 [ABC North and West SA, Port Pirie, SA Country Hour, Nikolai Beilharz](#)


01 Nov 2013 12:44 PM

Duration: 4 mins 48 secs - ASR AUD 2,970 - SA - Australia - ID: W00055113221

Interview with Chris Calogeras, secretary, Fisheries Research and Development Corporation Indigenous Reference Group, about indigenous involvement in fisheries. Neindorf says the Fisheries Research and Development Corporation Indigenous Reference Group is looking how to better involve indigenous people in the seafood industry, as there is less than 0.5% of aboriginal people involved in the commercial sector. The IRG's Jason Wilson talks about being an aboriginal person and being drawn to the group, and says the Seafood Directions Conference is taking the right step in keeping indigenous people involved in the seafood industry.

Interviewees

Chris Calogeras, secretary, Fisheries Research and Development Corporation Indigenous Reference Group|Jason Wilson, Fisheries Research and Development Corporation Indigenous Reference Group

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 4 stations

ABC Broken Hill (Broken Hill), ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark), ABC South East SA (Mt Gambier)

Australia's Fisheries Research and Development Corporation has created a website to ...

 [ABC North and West SA, Port Pirie, 06:30 News, Newsreader](#)


04 Nov 2013 6:33 AM

Duration: 0 min 37 secs - ASR AUD 228 - SA - Australia - ID: W00055127693

Australia's Fisheries Research and Development Corporation has created a website to educate the public about how to best handle, store, and cook fish.

Interviewees

Peter Horvat, Fisheries Research and Development Corporation

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC North and West SA (Port Pirie), ABC Riverland SA (Renmark)

Waldhuter says Australia's Fisheries Research and Development Corporation has come ...

 [ABC North and West SA, Port Pirie, Rural Report, Lauren Waldhuter](#)


04 Nov 2013 6:50 AM

Duration: 4 mins 11 secs - ASR AUD 1,551 - SA - Australia - ID: W00055128138

Waldhuter says Australia's Fisheries Research and Development Corporation has come up with the Fishfiles website which matches flavours to fish varieties. Peter Horvat, Fisheries Research and Development Corporation, says the site also contains sustainability information.

Interviewees

Peter Horvat, Fisheries Research and Development Corporation [excerpt]

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

Australia's Fisheries Research and Development Corporation says a website, Fishfiles, t...

 [ABC North and West SA, Port Pirie, 08:30 News, Newsreader](#)


04 Nov 2013 8:33 AM

Duration: 0 min 37 secs - ASR AUD 228 - SA - Australia - ID: W00055130620

Australia's Fisheries Research and Development Corporation says a website, Fishfiles, to educate the public about how best to handle, store and cook fish also includes wine tip and buying tips. He says they will be working with Wine Australia to update wine listings.

Interviewees

Peter Horvat, Fisheries Research and Development Corporation

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 2 stations

ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark)

Beilharz says Australia's Fisheries Research and Development Corporation has come up...

 [ABC North and West SA, Port Pirie, SA Country Hour, Nikolai Beilharz](#)


04 Nov 2013 12:41 PM

Duration: 4 mins 7 secs - ASR AUD 2,545 - SA - Australia - ID: W00055134814

Beilharz says Australia's Fisheries Research and Development Corporation has come up with the Fishfiles website which matches flavours to fish varieties. Peter Horvat, Fisheries Research and Development Corporation, says the site also contains sustainability information.

Interviewees

Peter Horvat, Fisheries Research and Development Corporation [excerpt]

 N/A ALL
N/A MALE 16+
N/A FEMALE 16+

Also broadcast from the following 4 stations

ABC Broken Hill (Broken Hill), ABC Eyre Peninsula and West Coast (Port Lincoln), ABC Riverland SA (Renmark), ABC South East SA (Mt Gambier)

Interview with Scott Parkinson, Breeding Manager, Shellfish Culture Limited, about the ...

 [666 ABC Canberra, Canberra, Breakfast, Elliott Dunn and Jo Laverty](#)


05 Nov 2013 6:46 AM

Duration: 9 mins 31 secs - ASR AUD 3,312 - ACT - Australia - ID: W00055142398

Interview with Scott Parkinson, Breeding Manager, Shellfish Culture Limited, about the National Seafood Industry Leadership Program. Parkinson says the program helps young people develop skills, and includes people from the indigenous sector, policy makers and wild fishers. Parkinson mentions the National Health and Medical Council, who say Australians need to eat more seafood. Parkinson believes the seafood industry needs to be more united. Parkinson states his company focuses on oysters in the market. Parkinson agrees there is a global problem of overfishing and pollution and will consult with the Fisheries Research and Development Corporation. Laverty mentions a report by the Australian Bureau of Research and Economic Sciences, which revealed Australia's fisheries management has improved. Parkinson mentions the Importers Association.

Interviewees

Scott Parkinson, Breeding Manager, Shellfish Culture Limited

 14,400 ALL
7,100 MALE 16+
7,100 FEMALE 16+



Stehr in seafood hall of fame

HAGEN Stehr was inducted as an industry icon into the National Seafood Hall of Fame at the Seafood Directions conference awards dinner on Sunday night.

Mr Stehr was one of 32 people to be inducted into Seafood Hall of Fame, which was launched on Sunday night, and those inducted included state, territory and national icon awards from 1999 to 2011.

Those inducted into the hall of fame were recognised for pioneering new fisheries, products and markets as well as fisheries research and playing a crucial role in establishing fisheries to be of the highest quality and sustainability.

Wildcatch Fisheries SA chairman and chair of the conference Jonas Woolford said those inducted into the hall of fame had previously received state or national recognition for their industry work as an icon or ambassador.

He said there was representatives from every state and from all sectors of the industry inducted into the hall of fame.

“It is essential that we celebrate our successes and recognise those who have, in many instances, dedicated a lifetime to furthering the seafood industry, whether that be in fishing, research, training or marketing and promotion,” he said.

“The hall of fame will be housed permanently on the Seafood Directions website, to provide ongoing recognition for the efforts of these outstanding industry leaders.”

Mr Stehr was inducted into the hall of fame in front of more than 300 guests at the award dinner on Sunday night.

He was recognised as an industry icon who’s name is synonymous with the southern bluefin tuna industry.

National Seafood Industry Association chairman Graeme Turk said the long list of hall of fame inductees showed the passion and dedication of the work being done in the Australian seafood industry.

The Australian Southern Bluefin Tuna Industry Association also won an award for Research, Development and Extension, while Del Giornos won the Restaurant Award.

Samara Miller, Australian Southern Bluefin Tuna Industry Association and Tony’s Tuna International also won the People Development award on Sunday night.

■ By Kimberlee Meier



Tuna industry launches website

By Kimberlee Meier

kimberlee.meier@fairfaxmedia.com.au

THE local southern bluefin tuna industry re-signed an agreement with the Fisheries Research and Development Corporation (FRDC) worth more than \$2.5 million that will ensure sustainability for the fishery in the future.

The signing of the five year agreement coincided with the launch of the tuna industry's first website, which went live yesterday.

Australian Southern Bluefin Tuna Industry Association research manager David Ellis said the cooperation between the industry with FRDC was important for the fishery's sustainability.

He said the program between FRDC and the local tuna industry helps research many aspects including fish health and manufactured feed.

"We've got a good relationship with FRDC and it's helped us keep sustainable," he said.

"Having that relationship has given us a sense of stability and security."

Other areas of research the investment will focus on include optimising the quality of southern bluefin tuna, improving ranching operations and focusing on environmentally sustainable practises.

Mr Ellis said the launch of the fishery's first website yesterday was also a chance for the industry to interact more with the public.

"We just found we were fielding a lot of questions from the general public about sustainability and how the industry works," he said.

"We felt it was better to get that information out there."

The website also gives the public an opportunity to sign up and receive regular updates from the industry.

It can be viewed at www.asbtia.com.au



AGREEMENT SIGNED: Fisheries Research and Development Corporation (FRDC) executive director Patrick Hone, Senator Richard Colbeck and Australian Southern Bluefin Tuna Industry Association (ASBTIA) chief executive officer Brian Jeffriess renew an agreement between ASBTIA and FRDC at the Seafood Directions Conference in Port Lincoln yesterday.



Seafood conference attracts hundreds

MORE than 240 seafood industry representatives attended workshops and presentations at the Port Lincoln Hotel this week as part of the Seafood Directions conference.

The Port Lincoln Hotel ballroom was at capacity for the conference for three days this week, and the conference's awards dinner on Sunday night attracted more than 300 people to the Nautilus Theatre.

Wildcatch Fisheries SA chairman and conference chair Jonas Woolford said the response from people attending the conference had been excellent.

"We are at capacity," he said.

"It has been exceptional, everyone has come down in a really good frame of mind.

"They have been really happy with

the presentations."

Mr Woolford said the presentations focused on the latest projects and innovations in the seafood industry from around Australia.

He said seafood representatives from around Australia attended the conference along with representatives from New Zealand, India, Sri Lanka and Indonesia.

"They are our potential trading partners," he said.

Highlights of the conference included the Family and Fishers Trade Show Day at the Port Lincoln Marina on Sunday and many keynote speakers from around the country presenting from Monday to Wednesday.

The conference finished yesterday afternoon.



SEAFOOD DIRECTIONS CONFERENCE: Seafood CRC managing director Len Stephens, Wildcatch Fisheries SA chairman and conference chair Jonas Woolford and Fisheries Research and Development Corporation executive director Patrick Hone at the conference this week.

Appendix C – Sponsors

Signature Sponsor



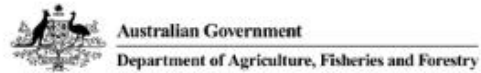
Awards Dinner Sponsor



Keynote Speaker Sponsor



Conference Session Sponsors



Awards Category Sponsors



Appendix D – Sponsorship Prospectus

SEAFOOD DIRECTIONS 2013

Sponsorship Prospectus



Seafood Directions Conference
Adapt, Interact & See Food
Port Lincoln • 27 - 30 October 2013
www.seafooddirections.net.au





Australian Government

Fisheries Research and
Development Corporation



Invitation to Participate

Seafood Directions originated in 1999 (hosted by the South Australian Seafood Council) as an initiative of the Fisheries Research and Development Corporation (FRDC). Its intention was to provide a national forum for the exchange of ideas, identification of national seafood issues and to provide an opportunity for learning from experts, colleagues and associated industries.

Seafood Directions 2013 will bring together a wide range of stakeholders in the Australian seafood industry via their participation in presentations, exhibitions and workshops. Operating under the Theme of “Adapt, Interact & See Food” the conference is endeavouring to examine a number of critical strategies from which to develop an action plan to successfully guide the industry into the future.

We welcome your participation as a sponsor, exhibitor or delegate. Please consider the opportunity to extend your stay and take in some of the Port Lincoln’s famous attractions.

The Associations hosting this Conference invite your suggestions about sponsorships, exhibitions or advertising for the Conference.

We look forward to your attendance.

Jonas Woolford
Chairman Wildcatch Fisheries SA
Chairman Seafood Directions 2013

For more information:
Shearwater Consulting Pty Ltd
PO Box 7562
Cairns QLD 4870
T: (+61) 7 4031 2345
E: info@seafooddirections.net.au

Host Organisation

Wildcatch Fisheries SA





Australian Government

Fisheries Research and
Development Corporation



Conference Steering Committee

Jonas Woolford
Wildcatch Fisheries SA

Peter Horvat
Fisheries Research and Development Corporation

Glen Ingham
Primary Industries and Regions South Australia

Karen Holder
South Australian Women's Industry Network

Nathan Bicknell
Marine Fishers Association

Franca Romeo
Wildcatch Fisheries SA

Promotion of Seafood Directions 2013

Seafood Directions 2013 will be advertised extensively throughout Australia and New Zealand, with the promotion including:

- Direct mail and email distribution of Conference announcements and brochures via databases from industry bodies and previous Conferences.
- The Conference website at www.seafooddirections.net.au
- Promotion at other related conferences/meetings
- Advertising in the calendars and newsletters of industry bodies
- Print advertising and editorial in magazines
- Media releases

Benefits of Sponsoring

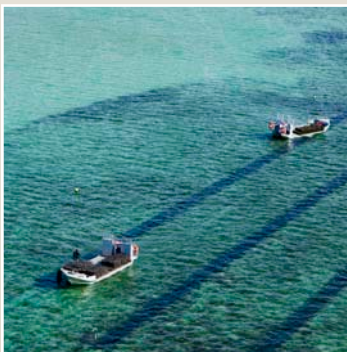
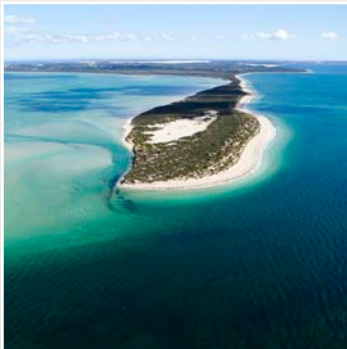
Benefits to your organization from sponsoring could include:

- Enhanced organization profile
- A significant marketing advantage
- Corporate goodwill from Conference delegates
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of products



Australian Government

Fisheries Research and
Development Corporation



- Increased business potential
- Direct access to an audience made up of current and potential clients
- Exposure via acknowledgement in all Conference printed material including the Conference Handbook
- Promotion on the Conference Website
- Exposure at the Conference

Sponsorship Opportunities

A variety of sponsorship opportunities are available on the Conference website www.seafooddirections.net.au. Whatever your needs, the Committee is happy to negotiate a package that will be of maximum benefit to your company and the Conference.

Allocation of Sponsorship Packages

Sponsorship packages will be allocated by the Committee. The Committee will allocate site positions after taking into accounts each organization's sponsorship, the date of confirmation of participation, preferences, proximity to competitors and other relevant matters.

Sponsorship Payment Details

PAYMENTS

A payment of 50% of the sponsorship package must accompany your completed booking form. The balance is to be paid by 8th July 2013.

GST

All prices quoted include GST.

CANCELLATION POLICY

A cancellation fee of 30% will be applicable to any sponsorship packages cancelled up to six months prior to the Conference. Packages cannot be cancelled less than six months prior to the Conference.



Australian Government

Fisheries Research and
Development Corporation



Sponsorship Opportunities in Detail

SIGNATURE SPONSOR

The Organising Committee has already welcomed the Fisheries Research and Development Corporation as its Signature Sponsor.

Additional sponsorship opportunities are listed below.

PLATINUM SPONSOR

Once only. Price and benefits to be negotiated.

GOLD SPONSOR - \$22,000

4 Opportunities. Benefits to sponsor:

- Acknowledgement as a Gold Sponsor
- Four pop up signs displayed during the Conference
- Full page advertisement in the registration brochure
- Full page advertisement in the Program
- Four complimentary full registrations
- Two exhibition booths in preferred location
- Logo displayed on the Conference website
- Logo displayed in the registration brochure
- Logo displayed in the Program book
- Hyperlink on the Conference website
- Satchel insert
- Delegate list at the time of Conference

SILVER SPONSOR - \$11,000

6 opportunities. Benefits to sponsor:

- Acknowledgement as a silver sponsor
- Two pop up signs displayed during the Conference
- Full page advertisement in the Program
- Two Complementary full registrations
- One exhibition booth in preferred position
- Logo displayed on the Conference website
- Logo displayed in the registration brochure
- Logo displayed in the Program Book





Australian Government

Fisheries Research and
Development Corporation



- Satchel insert
- Delegate list at the time of the Conference

GALA DINNER & AWARDS - \$22,000

Australian Seafood Industry Awards Options

The seventh Australian Seafood Industry Awards will be presented at a gala dinner on the 27th October 2013. The awards recognise excellence in the Australian Seafood Industry and will bring together all sectors of this vibrant industry in one location.

The purpose of the awards is to showcase the Australian Seafood Industry, its value to the national economy, its professionalism and its commitment to supplying some of the finest seafood in the world to the local, national and international markets.

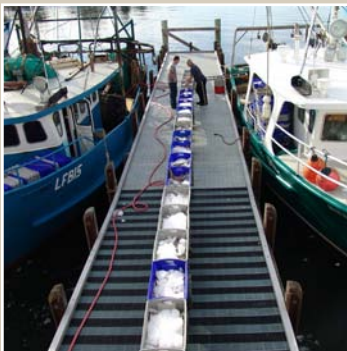
Benefits to sponsor:

- Logo and acknowledgement as the dinner sponsor in the registration brochure and Conference Handbook
- Verbal acknowledgement at the Australian Seafood Awards Presentation Dinner
- A five minute address at the awards presentation dinner by a representative of your company/organization.
- Logo on banner at Conference
- Logo prominently displayed on all printed material associated with the awards, eg nomination forms and menus.
- Logo displayed and hot link to your organization from Conference website - sponsors page
- Two (2) full complementary Conference registrations
- Ten (10) complementary tickets to the Australian Seafood Awards presentation dinner
- Inclusion of a 200 word summary on your organization and its services/ products in the Conference handbook along with your logo and contact details
- Insertion of promotional material in delegate satchels (one item)
- Credits on all media releases distributed on the awards
- Electronic delegates list (post conference)



Australian Government

Fisheries Research and
Development Corporation



AWARDS CATEGORY SPONSORSHIP - \$3,300

Companies are invited to sponsor one or more of the award categories.

Benefits to Sponsor:

- Recognition associated with all aspects of the category sponsorship - nomination forms, media releases and menus
- Prominent sponsor name and logo identification throughout the award presentation and specifically at the time of the category presentation
- Invitation to present the trophy on the night.
- Logo featured in the awards advertisement in the Conference handbook
- Two complementary tickets to the dinner
- Sponsor logo featured on the website Award winners page

Awards Categories:

- Primary Producer Award
- Business Award (Large)
- Business Award (Small)
- Research, Development and Extension Award
- Environment Award
- People Development Award
- Promotion Award
- Restaurant Award
- Fish and Chips Award
- Young Achiever Award
- Industry Ambassador Award
- Inductees to the Hall of Fame

SACHEL SPONSOR - \$8,800

One only. Benefits to Sponsor:

- Company logo printed on the satchel
- Logo displayed on the Conference website
- Logo displayed in the Program Book
- Satchel Insert
- Delegate list at the time of the Conference



Australian Government

Fisheries Research and
Development Corporation



NAME BADGE - \$7,700

One opportunity. Benefits to sponsor:

- Company logo printed on the name badge
- Logo displayed on the Conference website
- Logo displayed in the Program book
- Satchel insert

CONFERENCE WEBSITE - \$5,500

Benefits to sponsor:

- Hyperlinked logo displayed on each page of website
- Logo displayed in the program book
- Satchel insert
- Delegate list at the time of Conference

CONFERENCE SESSION/SPEAKER SPONSOR - \$5,500

Speaker and session details will be updated on the website as information becomes available.

Benefits to sponsor:

- Acknowledgement as the speaker/session sponsor
- Prominent signage during the session
- Logo displayed on the Conference website
- Logo displayed on the Program book
- Logo displayed on the session slide
- Flyer distributed during the session
- Satchel insert
- Delegate list at the time of Conference

LUNCHEONS - \$5,500

Two opportunities.

MORNING & AFTERNOON TEAS - \$3,300

Four opportunities.



Australian Government

Fisheries Research and
Development Corporation



IN KIND SPONSORSHIP

Seafood Directions 2013 represents an unequalled opportunity for organizations to maximise exposure by providing equipment, items or services that may be used as prizes and/or giveaways to Conference delegates. Any ideas that you may have would be welcome.

Please contact the Conference Managers to discuss your ideas:

Shearwater Consulting Pty Ltd
PO Box 7562, Cairns, Qld 4870
T: +61 7 4031 2345
E: info@seafooddirections.net.au

Advertising with Seafood Directions

SATCHEL

- **Satchel Inserts - \$880 per item**
(Sponsors receive one complimentary insert)
Provision of one promotional item for insertion in the delegate's satchel. The offer is not exclusive – many companies will insert materials.
- **Satchel Pens - \$550**
Sponsor to provide pen for each delegate satchel branded with your logo / message
- **Satchel Pads - \$550**
Sponsor to provide (A4) pad for each delegate satchel

ADVERTISING IN CONFERENCE HANDBOOK

We invite you to purchase an advertisement in the Conference Handbook at the following rates. The book will be A4 in size and it will be the advertiser's responsibility to provide final artwork.

- **Full Page - \$2,200**
- **Inside Front Cover - \$2,530**
- **Inside Back Cover - \$2,530**
- **Half Page - \$1,980**

All fees are quoted in Australian dollars and are inclusive of Australian GST.

Sponsorship Application Form



1. Contact Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name _____

Contact Person _____

Position _____ Email _____

Telephone _____ Fax _____

Address _____

State _____ Post Code _____

Country _____ Website _____

2. Sponsorship Opportunities

Tick appropriate box. All prices are inclusive of GST (Goods and Services Tax).

<input type="checkbox"/> PLATINUM SPONSOR By negotiation	GENERAL ITEMS
<input type="checkbox"/> GOLD SPONSOR AUD 22,000	<input type="checkbox"/> Delegate Satchels AUD 8,800
<input type="checkbox"/> SILVER SPONSOR AUD 11,000	<input type="checkbox"/> Name Badges AUD 7,700
SOCIAL FUNCTIONS	<input type="checkbox"/> Conference Website Sponsor AUD 5,500
<input type="checkbox"/> Gala & Dinner Awards Sponsor AUD 22,000	ADVERTISING WITH SEAFOOD DIRECTIONS
<input type="checkbox"/> Awards Category Sponsor AUD 3,300	<input type="checkbox"/> Delegate Satchel Promotion Inserts AUD 880 p/item
<input type="checkbox"/> Luncheons AUD 5,500	<input type="checkbox"/> Delegate Satchel Pens AUD 550 p/item
<input type="checkbox"/> Morning & Afternoon Teas AUD 3,300	<input type="checkbox"/> Delegate Satchel Notepads AUD 550 p/item
SPONSORED SESSIONS	Advertising in Conference Handbook:
<input type="checkbox"/> Conference Session/ Speaker Sponsor AUD 5,500	<input type="checkbox"/> Full Page AUD 2,200
	<input type="checkbox"/> Inside Front Cover AUD 2,530
	<input type="checkbox"/> Inside Back Cover AUD 2,530
	<input type="checkbox"/> Half Page AUD 1,980

I agree to be invoiced a total sum of AUD _____ incl 10% GST for the items selected above.

Signature: _____ Date: ____ / ____ / ____

Sponsorship Application Form



3. Method of Payment (tick appropriate box)

- I have enclosed/will forward a cheque made payable to Seafood Directions 2013.
- I wish to pay by bank transfer. Bank details will be supplied on tax invoice issued with confirmation.
- I wish to pay by credit card: Visa MasterCard

Credit Card Number:

Expiry Date: _____ / _____

Card Holder's Name: _____

Signature: _____

- Please tick if you do NOT wish to receive Conference Updates via email.

4. Post, email or fax your completed application form to:

Sponsorship Manager
Seafood Directions 2013
PO Box 7562
Cairns, QLD 4870

Email: info@seafooddirections.net.au
Website: www.seafooddirections.net.au
Tel: +61 7 4031 2345
Fax: +61 7 4031 2346