

QUEENSLAND SEAFOOD MARKETING SYMPOSIUM

“From Water to Waiter”

Marshall Betzel, Qld Seafood Marketers Association



QUEENSLAND
SEAFOOD MARKETERS
— ASSOCIATION —

Project No. 2016/262

FRDC Final Report Project 2016/262

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Queensland Marketing Symposium “From Water to Waiter”

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Executive Summary

The initial proposal to hold a marketing symposium in Queensland was based on the need to bring Industry together with particular reference to the post-harvest sector to provide, exchange and discuss information in an open forum regarding trends and/or needs in the existing value chain process which will lead to product reaching its market in ultimate post-harvest condition and value. Concepts of market brands, brand orientation, consumer trends, market segmentation, packaging and distribution were all key elements of the symposium subject matter.

One of the key messages that resonated strongly throughout the symposium was that as an industry, we don't communicate with consumers or the community in general about how sustainable Queensland Seafood is or its value in terms of nutrition and wholesomeness. Similarly, the sustainability message of how our industry operates is also absent in our marketing.

There was a strong consensus amongst the delegates that these areas should be addressed, and that perhaps the central theme of the next symposium should be what effective strategies and methods should we as an Industry consider in engaging and creating awareness within the community as to our high level of sustainable practice and social responsibility.

2. Acknowledgements.

The contributions made by the Symposium supporters were outstanding and we recognise their contributions were a large part of a successful program.

In no particular order they were:

Fisheries Research & Development Corporation.

A Raptis & Sons

Poulos Brothers.

Doboy Cold Stores

Adpower Interactive

QSMA Members.

3. Background.

A number of significant events have occurred over the last 12 months that have led to the belief that a symposium encompassing national seafood marketing activities would add benefit to the sector. These events were:

1. The change to the Pird Act which has provided FRDC with the opportunity to assist in marketing projects
2. The implementation of a unified and coordinated marketing campaign for Australian prawns (ie. The LAP Project) has demonstrated for the wider industry to consider the potential of other national product specific marketing campaigns.
3. With the potential formation of the National Seafood Peak Body, this provides a vehicle for the establishment and coordination of national marketing programs. As a consequence the timing is now right to address and inform industry of this potential and to discuss strategies along this line.
4. There remains a strong need for seafood producers (fishers and famers) to understand the current seafood market, supply chain and product development and marketing.

4. Need

Although a \$2.7 billion industry, Australian Seafood lags behind other primary producers in its ability to centrally organise, market and represent itself to consumers, regulators and the general public.

There remains a strong need for seafood producers (fishers and farmers) to understand the current seafood market, supply chain and advances in product development and marketing.

A marketing symposium would provide industry with an update on the current trends and approaches, it would further benefit industry by:

1. Informing participants how effective marketing works
2. Inspiring participants with practical examples of effective marketing they could apply at a sector, category or company level
3. Show examples of effective marketing for domestic demand, export, trade and industry goodwill
4. Identify and explain new marketing channels and the opportunities they present.
5. Demonstrate how to incorporate a systematic approach to develop a brand.
6. Identifying meaningful and distinct consumer markets through market segmentation.

It is clear that a priority audience for the symposium are fishers and farmers looking to improve their profitability.

5. Objectives.

1. Create and promote a one day marketing symposium.

6. Methods.

The project looked to run the first seafood marketing symposium, this Queensland symposium acted as a template for potential future marketing symposiums that might be held around the country.

The methods will focused on the delivery of the Queensland Symposium. The first action was to establish the steering committee.

The steering committee:

1. Set the Symposium date, location and time.
2. Set the theme for the conference – namely that quality starts on the boat – and that marketing with a bad product is hard – better to put in place processes to improve quality than try and just market poorer quality produce.
3. Identified speakers from across Australia and overseas to identify and obtain presenters who are suited for the areas of packaging, supply chain, advertising, branding, market development etc.
 - The key criteria was that the presentations had to be very applicable and based on activity that was very relevant to industry – i.e. something that they could actively follow up, use and adopt.
4. Produce a one day program that covers the marketing journey from the boat to the consumer.
5. Evaluate opportunities for future symposiums.

7. RESULTS

The two performance indicators for the project were an attendance of 150 and a minimum breakeven for the project.

While attendance was only 61 people, which was disappointing. Nevertheless, the symposium managed to break even and record a small profit was achieved on the day.

All presentations are located on the QSMA website.

Attendees

Despite significant local promotion of the event the symposium was not attended by wild catch harvesters and any future symposiums will need to address this lack of interest. It is a view of the committee that industry did not understand, nor see the value as this was the first event. Further consideration will need to be given to how to ensure industry awareness and salience apply.

While the wild catch sector numbers were down, the farmed prawn and Barramundi sectors were well represented.

8. FURTHER DEVELOPMENT.

It was agreed by the attendees that the symposium should become an annual event

9. Conclusion.

The committee agreed to begin planning for a 2018 symposium with concentrated effort to attract a larger attendance particularly from the wild catch sector.



PROGRAM SEAFOOD MARKETING SYMPOSIUM

Rydges South Bank, Parkside Room 1

8.00 am	Registration Opens
8.00 - 9.00 am	Arrival Tea & Coffee

OPENING SESSION	
Chair: Marshall Betzel President, QSMA	
9.00 - 9.05 am	Welcome and Session Chair Marshall Betzel President, Queensland Seafood Marketers Association
9.05 - 9.30 am	Opening Address Scott Spencer Deputy Director-General Fisheries and Forestry, Queensland Government Department of Agriculture and Fisheries
9.30 - 9.50 am	Sponsor's Address Dr Patrick Hone Executive Director, Fisheries Research and Development Corporation (FRDC)
9.50 - 10.20 am	Keynote: Seafood Marketing: How does industry reputation and perception impact brands? John Connelly President, National Fisheries Institute (USA)
10.20 - 10.40 am	Question Time
10.40 - 11.00 am	Morning Tea

SESSION 1		Session sponsored by
Chair: Skye Barrett, FRDC		Doboy Cold Stores
11.00 - 11.20 am	From the Wild to the Aisle: Capturing the Seafood Shopper Chanel Day Senior Manager, Nielsen	
11.20 - 11.40 am	Seafood Retail and Marketing - Changing Customer Focus Veronica Papacosta Managing Director, Sydney Fresh Seafood	
11.40 - 12.00 noon	Public perceptions of the fishing industry Peter Horvat Manager Communications Trade and Marketing, FRDC	
12.00 - 12.20 pm	Getting the Community Onboard Tracy Hill Managing Director, Coorong Wild Seafood	
12.20 - 12.30 pm	Question Time	
12.30 - 1.30 pm	Lunch	

PROGRAM

SEAFOOD MARKETING SYMPOSIUM

Continued...

SESSION 2		Session sponsored by
Chair: John Gavil, Rossllyn Bay Fish Markets		Raptis Fish Markets
1.30 - 1.50 pm	Turning a business philosophy into a brand Claire McAsh Environmental Scientist, Signature Oysters	
1.50 - 2.10 pm	Promotion the Last P Sam Gordon Managing Director, Blue Harvest	
2.10 - 2.30 pm	Our most effective marketing tool Hayley Abbott Managing Director, Abbott Fisheries / Narooma Seafood	
2.30 - 2.50 pm	Seafood Packaging - What do consumers want? Alan Adams Marketing - Sector Manager, Sealed Air Corporation	
2.50 - 3.00 pm	Question Time	
3.00 - 3.20 pm	Afternoon Tea	

CLOSING SESSION		Session sponsored by
Chair: Marshall Betzel President, QSMA		Poulos Bros.
3.20 - 3.40 pm	Barramundi - It's Australian for Fish Chris Calogeras Executive Officer, Australian Barramundi Farmers Association	
3.40 - 4.00 pm	Love Australian Prawns Update. A peek under the hood at a national digital seafood marketing campaign. Benjamin Hale Managing Director, Adpower	
4.00 - 4.20 pm	Brand Development John Susman Fish Tales	
4.20 - 4.40 pm	The Future of Seafood Arthur "Arty" Raptis CEO, A Raptis & Sons	
4.40 - 5.05 pm	Question Time & Close	

A special thank you to the following session sponsors for their support:

