

Maximising the value of the NSW Long Fin Eel catch through a whole of supply chain approach (2018-087)

Communications & Extension Report

S U M M A R Y

This document provides an outline of the communications and engagement activities undertaken by the Professional Fishers Association (PFA) to support the FRDC funded project “**Maximising the value of the NSW Long Fin Eel catch through a whole of supply chain approach (2018-087)**” which looks to develop a niche market for Australian wild-caught eels and to target new market opportunities for what is currently an under-utilised product.

KEY CONTACTS

Tricia Beatty CEO Professional Fishers Association Ph: 02 66 527374 ceo@pfai.nsw.gov.au	Jayne Gallagher 简岚 Company Founder + CEO Honey +Fox 0438 336 712 jayne@honeyandfox.com.au
Andrea Gorissen Noosa Seafood Markets https://noosaseafoodmarket.com.au/	

Background

With funding from the FRDC, Honey and Fox partnered with the PFA and Noosa Seafood Markets to produce five value-added eel products for markets with the view of exporting them to international markets in the future.

Scope

The Communication Strategy focuses on the communication of the project and its successes to the project stakeholders. This includes:

- Promotion to key stakeholders on the objectives and progress of the project
- Educate and inform key stakeholders on opportunities and benefits for involvement in the project

It does not include marketing and communication to create market and consumer demand for the product.

Objectives

1. To develop up to 5 product formats from NSW wild-caught eels and test them in two markets
2. To assess the feasibility and options for commercial scale-up should the product formats be demonstrated as adding value to the NSW eel fishery

Target Audience/s

Audience profiles may be defined as follows:

- **Primary audience** – this audience is the people and organisations we communicate to directly.
- **Secondary audience** – people who are highly influential and should be closely managed to increase their level of support.
- **Tertiary audience** - are the audiences where the project outcomes do not directly impact them, however, this group can influence both primary and secondary audiences. Whilst not the main focus of the communications plan, this audience should be educated and informed on an “as needs” basis so to ensure that they do not adversely affect primary and secondary audience messaging.

The following audiences have been identified as essential stakeholders in the communication and extension of the project.

Stakeholder breakdown within audience structure:

Primary	Industry: members of the NSW Eel Fishery
Secondary	Political: Ministers, Shadow Ministers and Advisers in the primary industry portfolios, Government Senior Decision Makers in the Public Service: Executives from primary industry portfolios.

	Industry: all NSW commercial fishers, Media: Industry relevant media such as FRDC Message in a bottle, landline etc
Tertiary	Government: Other state Government stakeholders involved in the fishing and primary industries, key advisers and senior public servants (where applicable) Industry: other state commercial fishers, other sectors – recreational, Indigenous fishing sectors, other primary producers (farmers etc) Media –tabloid media, radio and television Community/public: general community/public

Key Message/s

High level messages can be cross sectoral and consistent with all audiences outlined in the plan. These messages will form part of the broader communications to identified audiences as identified in this plan.

These will be discussed and refined by the Principle and Co-investigators throughout the project's life.

The main message is:

- “A funded project is underway that intends to develop market-ready eel products (including live), supply chain and market relationships that will over time, help stabilise and develop the current commercial eel fishery in NSW with potential for creating collaborative links to other Eel fishers nationally.”

However, specific underlying themes will depend on the audience type being targeted.

- **Primary audience key message:**
 - “this is an opportunity to improve our product so we should be involved – here’s how....[contact details of project staff etc]”
- **Secondary audience key message**
 - “that a value-adding project to diversify and strengthen the NSW Eel Fishery markets is underway with opportunities to utilise similar methodology across other under-utilised species”
- **Tertiary audience key message:**
 - “the project is an example of positive transformation and value-adding for under-utilised species that creates investment and growth opportunities.”
 - “to perceive the sector as an attractive option for a business development and further investment”

Results

The initial stage of the project was successful in engaging with fishers, post-harvest operators and markets to discuss the potential of the under-utilised eels. However, due to the disruption created by the Global Pandemic throughout 2020-2022, the project was required to pivot focus. Both the inability to engage with international markets and the mandatory requirement to maintain social distancing meant the project was unable to hold previously planned stakeholder workshops and port visits.

The project engagement was conducted through a multi-faceted approach which incorporated:

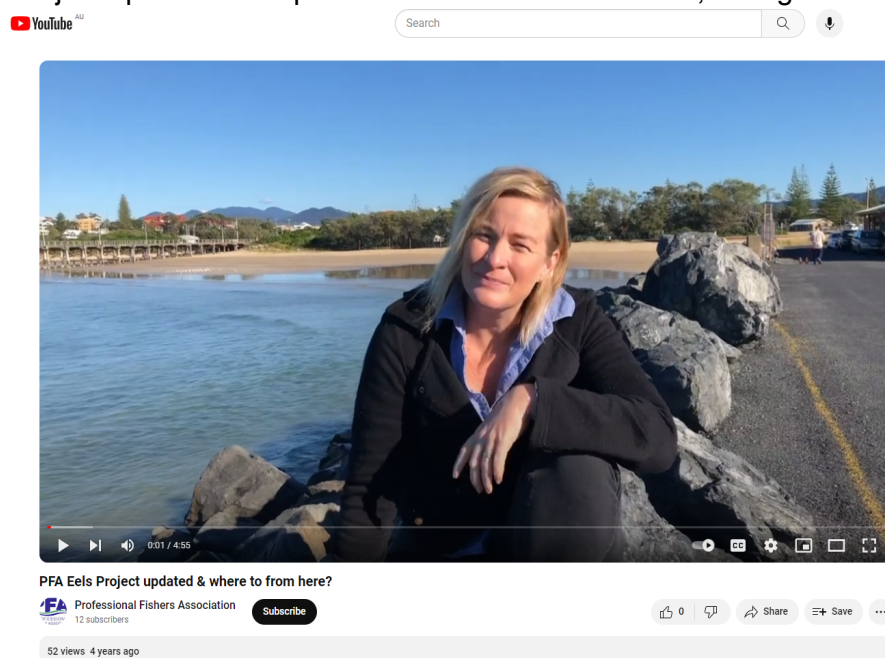
- social media platforms,
- existing newsletter services; and
- one-on-one meetings.

A website was created to support the project:

[Home | australianwildeels \(australianeelproject.com\)](http://Home | australianwildeels (australianeelproject.com))

Project updates

Project updates were provided to fishers via Youtube, Instagram and Facebook



And through numerous PFA Newsletter articles - during 2019 through to 2023.

Articles were featured in the PFA newsletter providing updates on the project on

9 August 2019	12 March 2021
16 August 2019	9 July 2021
3 July 2020	1 October 2021
24 July 2020	8 October 2021
31 July 2020	17 December 2021
15 October 2020	18 February 2022
13 November 2020	1 July 2022
4 December 2020	23 September 2022
11 December 2020	21 October 2022

18 December 2020	24 February 2023
5 March 2021	24 March 2023

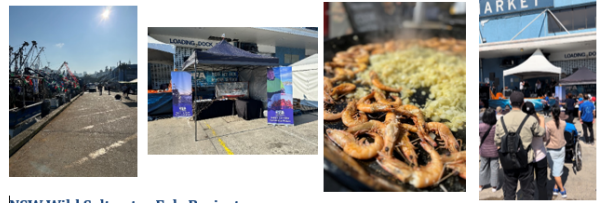
PFA Update 23 September 2022

The PFA represents its members' interests. If you need our help on any issue, please do not hesitate in contacting the PFA head office (6652-7374) &/or the Chief Executive Officer (0429303371)



INAUGURAL TASTE OF SEAFOOD FESTIVAL FOR SYDNEY!
Last week we held our inaugural Taste of Seafood Festival in conjunction with the annual Blessing of the Fleet in Sydney. We were blessed with some amazing weather and had a turnout of 25,000 people. We couldn't have done it without our sponsors and contributors for making it such a successful day!

In the next few weeks, we are off to Ballina and Dubbo to do it all over again!!! See below for dates & locations.



NSW Wild Saltwater Eels Project

The PFA has partnered with The Fish Girl (Umar Nguyen) and Honey & Fox to build an Australian market for our local NSW wild saltwater eels. The project is a continuation of our 2019-2020 FRDC Funded NSW Eels project to value-add and create better markets for NSW eels! Over the next few weeks, we'll be promoting the saltwater eel fishery to chefs around Australia with samples and footage of the fishing process. If you would like to be involved, please contact PFA at projectofficer@pfai.com.au or 0408 529 661.



Critical Producer Grant – top up for the Primary Producer Special Disaster Grant

This program is available to primary producers in disaster-declared areas that were affected by the February and March storms and floods. If you were approved for the \$75,000 Special Disaster Grant, you are eligible for this additional support measure. For further details and to apply, go to the [Critical Producer Grant](#) page.

The Critical Producer Grant is available to primary producers and primary production enterprises in
a) Text Predictions: On Accessibility: Investigate

PFA Update 21 October 2022

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readiness (capacity and capability) of your business. With recent global events and the changing international landscape, it is more important than ever to prepare for what lies ahead.

Register here: https://events.humanitix.com/export-capability-building-workshop_byron-bay-2nov22

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LAUNCH OF NEW ABORIGINAL FISHERIES BUSINESS DEVELOPMENT PROGRAM

The new **Aboriginal Fisheries Business Development Program** was launched on 29 September 2022 (see media release below). The new two-year Program aims to support the development and establishment of up to three new Aboriginal community owned fisheries businesses that will result in benefits flowing back to Aboriginal communities. These businesses can include aquaculture operations, commercial fishing, charter fishing, post-harvest processing, shark mitigation, aquatic-related tourism, and hatcheries for freshwater fisheries. To be eligible,

(a) Text Predictions: On Accessibility: Investigate

VALE-ADDING-EELS!

We have been working with fishers in Coffs Harbour and on the Hawkesbury River to further our efforts to broaden the NSW seafood menu. This time: eels!

We have sent several fresh eels to smokehouses on the east coast to experiment with the product across different styles of cuisine. Both the hot-smoked eel meat and the pate were well-received and make for great starters or snacks.

However, some of the meat had tiny bones in it. Whilst they were edible, this deterred some people during a taste-test. Are you experienced in smoking and preparing eel? If so, we'd love to hear from you! Overall, the response was positive. But we are always looking to improve. Please contact us if you have some tips or tricks to prepare eel to eat, or if you have any interesting recipes.



69 Marina Drive COFFS-HARBOUR ABN: 93-801-719-3371 P: 02-6652-7374 M: 0429-303-371 E: admin@pfai.com.au E: ceo@pfai.com.au

PFA Update 14 October 2022

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PFA Update 7 October 2022

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Commercial fisheries are strictly managed and monitored. At present, there is limited data of the recreational catch that can be incorporated into our stock assessments and harvest strategies. Recreational fishing is sometimes inaccurately seen as an inconsequential adjunct to commercial fishing. And recreational catch can be significant catches now rival or exceed commercial catches for some species, and recreational fishing practices can have adverse effects on non-target species (bycatch) and ecosystems. The rising sophistication and affordability of scanning technology and vessels has particularly increased recreational fishers' ability to fish further from shore more intensively. The management of recreational fishing should be based more on evidence about its extent and value to the community. This would contribute to improved management of catch-constrained stocks more generally support the development of fishing controls that are proportionate to environmental risks as predictable, transparent decision making.

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The Critical Producer Grant is available to primary producers and primary production enterprises in targeted industries impacted by and operating in Local Government Areas declared under the Feb-March 2022 NSW Severe Weather and Flooding.

Primary producers and primary production enterprises who have been approved for the full value of the agriculture, horticulture and aquaculture industry sectors are considered **eligible for additional recovery support** through the Critical Producer Grant. Forestry support is available for private land forestry leaseholders and timber plantation owners.



PFA Update 18th February 2022

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EEL TRIALS PROGRESSING

The FRDC funded NSW eels project is being led by Honey & Fox and Noosa Seafood Markets.

We are currently planning a 4th run on the eel trials and are starting to have registered to source the product.

Eel fishers who are keen to work with us on this project please discuss the next steps with you. Contact Tricia for more information free to call the PFA office on 02 66527374.



R&D Industry Priorities

What research would you like to see happening?? The PFA is exploring direct research and development funds related to our industry that you believe could be addressed through research endeavours.



PFA Update 12 March 2021

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We're really zoning in on the active ports around NSW, so people who are most likely to see boats at work, and especially within a close radius of Co-ops. Rather than trying to reach everyone in NSW, the social media is really focussed around where the fisher's work and the retailers/Co-ops who support those producers. Just 7 days into the campaign we've had 18,600 views of these videos and even though the <https://nswseafoodcampaign.com.au> website is only days old, the campaign has driven 300 visits and counting!



While we're going out hard early in order to drum up as much excitement as we can pre-Easter, we're also playing a long game, introducing under-utilised species posts as well as content designed to inspire people back into stores well after Easter!

Smoke-Trap Eels!

We were lucky enough to enjoy the soft launch of SmokeTrap Eel Pate while we were in Sydney this week! Through the FRDC funded project on Value-Adding Eels we were able to contact some fishers to provide trial product to this awesome company and look forward to working with them into the future in trying to showcase some of the awesome NSW eels!

DPI's LICENCE-FEE-RESTRUCTURE-PROPOSAL -> additional consultation papers!

To help the PFA represent its members, we have put together a survey seeking your input into the proposals put forward by the DPI. As feedback is due to DPI by the end of this month, we would greatly appreciate it if you could complete the survey a few days prior. Please call us if you would like to discuss any of these in more detail (02) 6652-7374 or email admin@pfai.com.au - <https://www.surveymonkey.com/r/GW2TWFL>

DPI has released their consultation papers (19 papers) to amend certain fisheries regulations. **NOTE: these are only the 1st batch & other proposals are being worked through by Commfish.** Feedback due 30th March. PFA has been meeting with members to discuss industry responses. **Please contact the PFA to put forward your issues and suggestions OR to organise a port visit to your area.** www.dpi.nsw.gov.au/fishing/commercial/open-for-comment

TAF-MEETINGS-NEXT-WEEK!

The Total Allowable Fishing (TAF) Committee has been directed to determine the total allowable catch (TAC) for:

- The Total Allowable Fishing (TAF) Committee will be meeting to determine the total allowable catch (TAC) for the **Abalone Fishery** for the fishing period 1 July 2021 – 30 June 2022. The Department is scheduling a meeting (via MS Teams) with Abalone shareholders for Monday 15 March 2021. A separate invite to this meeting will be sent shortly. The TAF Committee will meet on **22 March 2021 in Merimbula** to consider relevant information to assist them in determining the TAC including stakeholder feedback.

View by Status

- All
- Ongoing
- Draft
- Completed

View by Type

- Emails
- SMS
- Automations
- Landing pages
- Ads
- Postcards
- Social Posts
- Surveys

Create Folder

Find by name or type

Sort by Last edited

You can also search by [all audiences](#).

Edited Fri, October 20th, 2023 2:57 PM by you

<input type="checkbox"/>		Weekly PFA Newsletter Regular - Professional Fisher's Association	Sent	66.0%	20.5%	View Report
			Classic Builder	Opens	Clicks	
		Sent Fri, October 13th, 2023 2:31 PM to 244 recipients by you.				
		Edited Fri, October 13th, 2023 2:31 PM by you				

<input type="checkbox"/>		Untitled Regular - Professional Fisher's Association	Draft			Edit
			Classic Builder			
		Edited Fri, October 6th, 2023 3:52 PM by you				

<input type="checkbox"/>		Weekly PFA Newsletter Regular - Professional Fisher's Association	Sent	66.4%	21.3%	View Report
			Classic Builder	Opens	Clicks	
		Sent Fri, October 6th, 2023 3:51 PM to 245 recipients by you.				
		Edited Fri, October 6th, 2023 3:51 PM by you				

September, 2023

In addition, during the CEO video report – provided on both Facebook and Instagram – the project was regularly mentioned:

Professional Fishers Association of NSW
★ Favorites · September 8, 2023 · 🌐

PFA latest video update. For more info on wind farms go to www.nswpfa.com.au/windfarms

Boost this post to reach up to 1402 more people if you spend A\$42. [Boost post](#)

Product Promotion

The PFA attended and promoted a number of events to promote the value added products during the project

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69 Marina Drive
COFFS HARBOUR
ARN - 93 801 719 337

P: → 02-6652-7374
M: → 0429-303-371

E: admin@pfai.com.au
E: ceo@pfai.com.au



Eat More Seafood

In addition, the PFA linked the project with their Eat More Seafood NSW project. This project utilized Andrew Ettinghausen's Escape with ET to promote under-utilised species. The show featured a story on eels caught on the Hawkesbury River and used Sydney Chef

Nicholas Hill to cook up a feast using the local eels. The story featured on the 1 December 2019 on Channel 10.



SUMMARY

In summary, the engagement and promotion of the eel project was comprehensive and ensured key stakeholders were engaged throughout the process. Communication occurred across multiple platforms and was adapted to suit the disruptions caused by the global pandemic. Fishers remain engaged in the project and eager to utilize pathways identified.