

## SIV Update

### 19th July - Research, Development and Extension Strategy, Melbourne Airport

The meeting held at the Melbourne Park Royal discussed the Research, Development and Extension Strategy under the National RD&E Framework. Amongst this group is representatives from all sectors across Australia.

### 21st July - National Seafood Industry Alliance, SIV Office, West Melbourne

The NSIA meet at the SIV office to discuss issues at a national level. NSIA have circulated a communiqué (see page 4) and are currently working on a Strategic Plan.

### 25th July - VicFRAB, SIV Office, West Melbourne

The Victorian Fisheries Research Advisory Board convened at the SIV office to discuss the Expressions of Interest applications called for under Victorian and cross jurisdictional priorities. Feedback and comments will be then directed to FRDC.

### 12th August - SIV Finance Committee Meeting, West Melbourne

The SIV Finance Committee met to adopt the budget for SIV for the 2011/2012 financial year. The committee also have been preparing for the Audit conducted by Clements, Dunn and Bell of SIV finances for the 2010/2011 financial year. These will be reviewed by the SIV Board, certified by the accountants and presented at the AGM on Monday 19th September 2011.

### 16th August - SIV Board Meeting #129, West Melbourne

SIV conducted a brief Board meeting to discuss the upcoming AGM and to discuss and adopt the 2011/2012 Budget.

## Annual General Meeting

SIV will be holding its Annual General Meeting on Monday 19th September. It will be conducted at the North Melbourne Library on Errol Street, North Melbourne from 10am.

Nominations have now closed, however the following Board positions up for nomination for the 2011-2013 period were;

- Ocean access and purse seine;
- Trawl and inshore; and,
- The two secondary sector positions.

The Directors for these positions will be announced at the AGM.

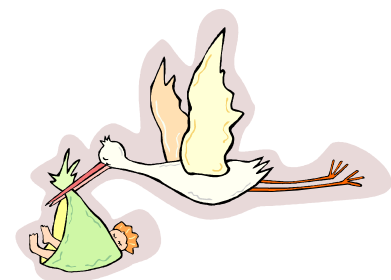
A meeting will be held afterwards to induct the new Board of Directors.



## Joanne on maternity leave

Joanne Tripylas is on maternity leave as of the 12th August 2011. SIV and the Board wish Joanne and Steve the best with the upcoming arrival of number two! Joanne will be taking a year's maternity leave, in the interim Renee will be available to assist with any calls or information directed through the SIV office.

Good luck Joanne!



## Woolies jumps on board with Northern Prawn Fishery

It's not uncommon for fishing operators, as with other primary producers, to find themselves at loggerheads with the supermarket chains about the price they get for their product.

But this week in the port of Cairns - as the prawn trawling fleet returns to the Gulf of Carpentaria for the start of the tiger prawn season - a new alliance was being formed.

Woolworths executives along with a film crew went out to sea to take footage of a working vessel and its crew.

It is part of a sustainability initiative which, if successful, will bring a strong message to consumers about the sustainability of prawns caught in the Northern Prawn Fishery.

Woolworths group manager of Corporate Responsibility, Community and Sustainability, Armineh Mardirossian says Woolworths is putting up \$25,000 to assist the industry to gain certification through the Marine Stewardship Council.

"The Northern Prawn Fishery is a very progressive fishery that implemented a lot of improvements over the years and they are our major supplier so it made sense that we would partner with them and help them in the process of getting to certification," Ms Mardirossian says.

David Carter is CEO of Austral Fisheries, says the alliance was a natural progression with the industry's increased reliance on the domestic market due to external factors.

"For many years the products from this fishery were primarily exported," Mr Carter says.

"Early days to the US, more recently to Japan, some to China and Spain, but with the strengthening Australian dollar and increased biosecurity regulations, we've found that more and more Australian prawns are staying in Australia and when it comes to shifting serious volume, it is really only the major supermarkets that are the serious players.

"I know many in the industry were sceptical, concerned that here we go again, another slice off the rump of the fishing business.

"But recognition that without seafood the Woolies seafood business doesn't function helped to build a greater understanding and we now have a series of opportunities to get the message to Woolworths customers and Australian consumers and voters about the good work that's being done in a way that the industry's never been able to do before."

Mr Carter says it remains to be seen if the relationship will lead to a better price for premium prawns .

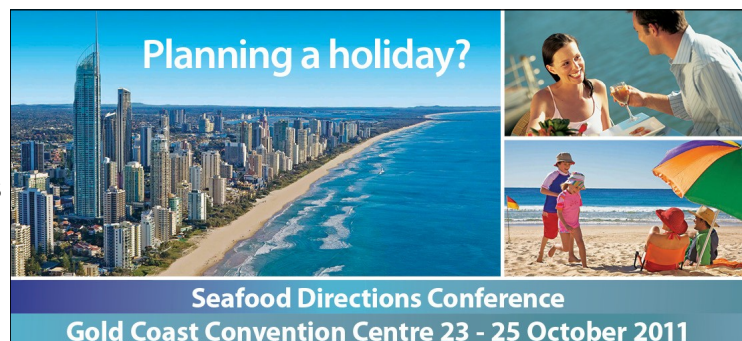
*Charlie McKillop—ABC Rural online*

## Seafood Directions 2011

Don't forget to register for Seafood Directions 2011!

Seafood Directions 2011 'The Productivity Challenge' sets the compass for the industry in a 3 day series of presentations, workshops and functions. Connect directly with stakeholders, government, suppliers and buyers in the stunning playground of the Gold Coast.

[www.seafooddirections2011.com](http://www.seafooddirections2011.com)



Dr. Tiffany White will be presenting at the Plenary session on the Tuesday morning of the conference. She is an Associate Professor of Business Administration at the University of Illinois in the USA. Dr. White is familiar with Australian prawn fisheries having conducted value and supply chain research with the Shark Bay Fishery and is soon to commence work on the Clarence River Fishery. Dr. White will present on Marketing/Branding.

## Tracking the Impact on Seafood Consumption - Northern Territory's seafood labelling laws FRDC Project No. 2009/216

On 11 November 2008, the Northern Territory Government put in place legal requirements for licensed fish retailers, advertising that seafood for sale to the public for consumption needs to be labelled as imported or Australian. These laws were brought into effect to potentially assist consumers to make informed seafood choices.

The Northern Territory was the first Australian jurisdiction to implement such laws all the way along the supply chain. Other Australian jurisdictions cease labelling laws at many retail outlets including restaurants, leaving consumers unable to determine if their meal is imported or Australian.

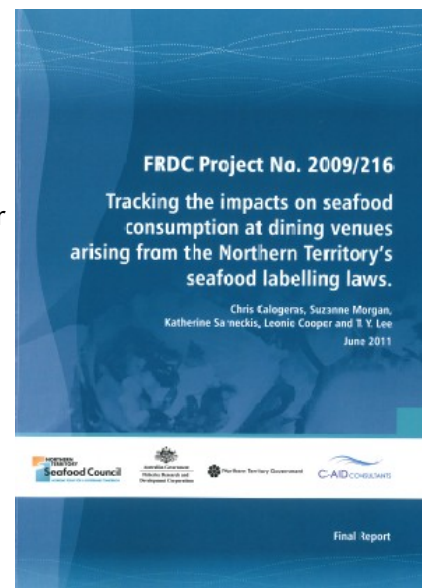
The labelling laws had been in place for 16 months before the commencement of FRDC Project 2009/216 undertaken by Chris Calogeras, Suzanne Morgan, Katherine Sarneckis, Leonie Cooper and T.Y Lee. The project aims were to formally measure the impact the labelling laws were having along the supply chain, and whether the labelling laws had lead to changes on seafood purchasing behaviours at a food supply and consumer level. The project was designed to asses the impacts of seafood labelling in the Northern Territory and to provide information obtained to other Australian jurisdictions considering a similar approach to labelling.

The results demonstrated a high level of consumer support for seafood labelling laws that identify imported seafood. The results also showed that the source of the seafood has not changed dramatically as an effect of the labelling laws, but there has been a drop in the use of imported product provided by seafood wholesale suppliers of fish retailers. There was a degree of confusion as to what the labelling laws involved, and a general lack of awareness that the legislation was in place.

The surveys also showed that the labelling laws influence consumer choice and it was rated as a key decision factor - simple concise labelling would ensure the relevant information is provided. The cost for the food service sector of implementing and complying with the legislation was generally not significant. Businesses appeared to adjust quickly, with the vast majority being in a position to comply with the legislation within a month of its implementation. The major concerns was having to change menus/special boards and staff training.

The survey also highlighted some areas that need further work, such as understanding the seafood supply chain better so as to improve access to local species, understanding the current barriers, and understanding the drivers for choice from a purchase perspective.

More information can be found in the **FRDC Project No. 2009/216** *Tracking the impacts on seafood consumption at dining venues arising from the Northern Territory's seafood labelling laws.*



## Employment Opportunity

FISHERMEN REQUIRED to operate a commercial Victorian Eel Fishing Licence.

Position based in Gippsland, Victoria.

Minimum qualifications include;

- Restricted Coxswain's Certificate
- Drivers Licence

Commercial Eel Fishing experience is desirable but not essential.

For further enquiries phone 0407 987 011 or email lackm@gmail.com

## National Seafood Industry Alliance Meeting

The National Seafood Industry Alliance met in Canberra on the 23rd and 24th of August for a general meeting and to brief parliamentarians on the South-west marine bioregional planning process and joint industry submission.

A focus of the NSIA general meetings was the further refinement of the 12 month strategic plan for NSIA was completed as it nears finalisation. Briefings were provided to NSIA by both Dr Patrick Hone, FRDC and Dean Logan, Australian Marine Alliance (AMA). Dr Hone's briefing included the Productivity Commission review of the R&D corporations, the FRDC's submission to the National Food Plan issues paper, opportunities regarding socio-economic assessments of industry with regard to the marine planning process and the potential development of an annual national status of fisheries report. Mr Logan provided NSIA with an overview of the concept and intention of the AMA as well as an update on the initiatives it is planning and assisting in coordinating, including in relation to marine planning processes.

During the two days, NSIA met with Dr Mike Kelly, representatives from Minister Tony Burke's adviser Sean Halse, Minister Gary Gray and Senator Richard Colbeck. In addition a parliamentary briefing was hosted by NSIA with the support of Dr Mike Kelly to provide parliamentarians with an overview of the consolidated industry submission for the south west draft plan and reserve network and the need for ongoing consultation and engagement with the government on the socio-economic assessment process to ensure the cumulative impacts on industry are addressed. The Parliamentary briefing was attended by 16 parliamentarians and advisers who were handed a pamphlet overview of the submission which promotes the NSIA initiative of the [www.seafoodforaustralians.com.au](http://www.seafoodforaustralians.com.au) website.

The website will be live next week providing detailed information on the south west industry submission. Further information about the North-West, North and East regions is to follow. The NSIA will continue to work on its submission on the National Food Plan and national maritime regulatory reforms which are both due in September 2011.

The next meeting will be held in late October 2011.

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## SeaNet Update - Steve Hay

I had the opportunity to present on Radio Marinara (RRR) and talk about sustainability. My aim was to clarify the myths surrounding commercial fisherman and the perceptions the public have on fishing practices being unsustainable and the reasons behind fish stocks declining. To hear my interview go to [www.radiomarinara.com.au](http://www.radiomarinara.com.au). The radio gigs are becoming a regular occurrence, with another station expressing their interest in the fishing industry and it's sustainability credentials. I was happily interviewed by Glenn Ridge (yes Sale of the Century!) to help circulate the facts about our industry.

This month has seen an extensive amount of travel again with visiting Portland, Lakes Entrance plus Melbourne and Geelong seafood processors and wholesalers. I engaged with the seafood processors to explain the information on the Fisheries Research and Development Corporation information packs regarding OHS in the seafood industry. I also presented them with the new Quality Index tool that is available as a marketing device as well as information about complying to food safety principles.

If you wish to discuss any issues regarding the seafood industry and sustainability, gear trials or anything else please give me a call on 03 9329 5660 or [steven@oceanwatch.org.au](mailto:steven@oceanwatch.org.au)



# Sustainable Fishing - Healthy Seafood

## In Brief...

- Department of Primary Industries will not authorise any new access to wild catch fisheries. An exception is that the commitment in the Commercial Fishing Statement of Intent to consider the transition of currently designated developing fisheries into improved management arrangements will be addressed. The current developing fisheries are sea urchin and banded morwong.
- AgriFood Skills Australia will be hosting a conference under the theme of *Empowering Employers*, and the program will feature high-profile speakers and panellists discussing industry issues around employee attraction and retention, becoming an 'employer of choice', improving the public perception of the agrifood industry and engaging the next generation of workers. Wednesday 21 September 2011 in Brisbane.
- Check out a new primary industries website <http://www.primezone.edu.au>. Primezone provides teachers with single-point access to a range of primary industries education resources. This website is an initiative of the Primary Industries Education Foundation. Primary Industries Education Foundation's vision is for an Australian community that understands and values its primary industries.

## Calendar of Events

15th September	National Seafood Industry Leadership Program Launch - Brassy Hotel Canberra
19th September	SIV Annual General Meeting - North Melbourne Library
19th September	SIV Board Meeting #130 - West Melbourne
21-22nd September	AgriFood Skills Australia Conference 'Empowering Employers' - Brisbane
23-25th October	Seafood Directions 2011 'The Productivity Challenge' - Brisbane

### SIV is a non government, not for profit organisation here to help YOU!

SIV represents all members involved in the harvesting, processing, wholesaling, retailing and exporting of seafood in Victoria. SIV acts on your behalf and best interests to make the Victorian commercial fishing industry environmentally sustainable, economically viable and to secure the future of your industry.

Please contact SIV if you have any concerns about your fishing or seafood industry.

**Don't leave it too late!**



*Sustainable Fishing - Healthy Seafood*  
Seafood Industry Victoria Inc.

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