

SIV NEWS

May 2011

SIV Update

12th May - Tooni Mahto, Australian Marine Conservation Society, SIV Office

Tooni met with SIV to discuss the Australian Marine Conservation Society and their future engagement with the Seafood and Fishing industry. AMCS's sustainable seafood guide is a concern for industry as some of the information contained within the guide is inaccurate. AMCS wish to work closer with industry.

13th May - The Nationals State Conference 2011, Shepparton

Ross attended the conference in Shepparton

16th May - Australian Seafood CRC Consumer Master Class, SIV Office

Victorian industry members attended the CRC Consumer Master Class run by Dr. Dawn Birch from the University of the Sunshine Coast. The purpose of this CRC Consumer Research Master Class is to bring together the consumer research that has recently been conducted by the Seafood CRC on seafood consumption patterns and behaviour, present a summary of key findings, and focus on the practical implications of these findings to increase consumption of Australian seafood. The next Class is July 20th. Contact emily.mantilla@seafoodcrc.com.

17th - 18th May - Seafood Services Australia Network Meeting, Sydney Fish Market

All State and Territory seafood councils met in Sydney to present the national 'round-up' of industry news and issues. Ross McGowan also met with the National Seafood Industry Alliance whilst in Sydney.

18th May - Donald Keith, Woolworths, Sydney

Members of the NSIA including Ross, met with Donald Keith Business Manager, Seafood Buying and Marketing of Woolworths at the Sydney Fish Market. The meeting was to establish further discussion between industry and Woolworths regarding their sustainable seafood lines. Industry indicated its willingness to participate in further sustainable assessments to ensure Woolworths sustainability credentials were accurate.

26th May - Future Fisheries Strategy Stakeholder Reference Group Workshop, Port Melbourne

Various industry participants and representatives met to begin work on a Future Fisheries Strategy. Essentially endeavouring to set out a plan for the next ten years. The meeting included fisheries managers, recreational, commercial and indigenous representatives. A series of meetings are scheduled into the year.

1st June - Southern Rock Lobster Strategy Meeting, Adelaide

Ross attended the Southern Rock Lobster Ltd Strategic Planning meeting in Adelaide with a view to ensuring that SRL established itself as the conduit for research in the states of Tasmania, Victoria and South Australia in the area of rock lobster research.

Expressions of Interest - 2012 Annual Competitive Round

The Fisheries Research and Development Corporation (FRDC) is calling for Expressions Of Interest (EOI) against the priority areas for RD&E investment nominated below by the FRABs/Subprograms/Coordination programs and their alignment with the FRDC's R,D&E Plan (www.frdc.com.au/plans). Applications for the EOI are to be completed using the FRDC's online application software Fishnet (www.fishnet.gov.au).

Victoria's priorities have been called for by the VicFRAB, and include expressions of interest contained under the themes of;

- Economic efficiency overlay for specific fisheries
 - Fishing costs - Fuel costs, Nets, Labour, Management costs, Yield, Management fees, Quota, License fees
- Supply chain - Distribution to markets
- Bioactives - from aquaculture waste
- Biofouling of animals/systems in Aquaculture

Each EOI must clearly outline how it will meet the relevant priority, clearly address the need for the

Sustainable Fishing - Healthy Seafood

proposed research, provide a succinct description of the proposed methodology to achieve the stated objectives, the intended outputs and outcomes and a realistic budget that reflects the activity to be undertaken. Each EOI must be sent to the relevant FRAB/Subprogram/Coordination program that the priority relates to (for Victoria send to projects@siv.com.au). In the case of those priorities that cross jurisdictions, the application must be sent to each of the FRABs/Subprograms/Coordination programs that the application is relevant to. For example, if the priority relates to Queensland, New South Wales, Victoria, Recfishing Research and Aquatic Animal Health Subprogram the application must be sent to each of these FRABs/Subprograms/Coordination programs.

SeaNet Update - Steve Hay steven@oceanwatch.org.au

May was a busy month with lots of travel, with a Portland to Eden road trip stopping off at all the fishing cooperatives on the way. People I encountered during the journey had a negative view of the fishing industry, and that we as an industry should be doing more to create a positive view. Community events such as seafood festivals and visits to schools are a great way to engage with the public and change their perceptions. Attending the AgFest in Launceston, I had the opportunity to speak with the community and do exactly what was needed..... changing public perception of the seafood industry. The AgFest is a trade fair that is run over three days, with OceanWatch engaging with an estimated 1000 people through the OceanWatch tent.

I have also set up a Marine Invasive Species information board and stall at the Marine Discovery Centre, Shed 2 Docklands, owned by Tall Ships Victoria. This presents another chance to engage with the public and provide them with accurate information on the prevention of marine pests. Tall Ships Victoria has developed a project involving the use of tall ships in marine science and research, education, edu-tourism, and marine construction and training. The Centre has the aim of:

- Engaging and fostering community interest in science, science education and science careers among senior secondary and tertiary students
- Focusing on the growing need for a greater knowledge of environmental change, particularly related to the ocean
- Using innovative communications and IT technologies to reach a broad spectrum of the population which might not otherwise engage with today's marine and environmental issues
- Meeting the growing demand among adult audiences for active engagement with topical issues related to science and the environment.

Finally, I travelled to Canberra and met with AFMA regarding seabird mitigation strategies. SeaNet have been assigned the task of making Tori lines with pinkies and fixing them on warps for at least 10 vessels in the South East Trawl.

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.

All Registrations paid prior to June 30th will go into a draw at the Awards Dinner and the lucky winner will receive a refund of expenses up to \$1000.

So register prior to June 30.

www.seafooddirections2011.com



Planning a holiday?

Seafood Directions Conference
Gold Coast Convention Centre 23 - 25 October 2011

Seafood Industry Victoria - Strategic Plan 2011-2013

Seafood Industry Victoria (SIV) is releasing our Strategic Plan 2011-2013. Over the last few Board meetings, SIV Directors and SIV staff have been reviewing the strategic plan for the next two year period, and identifying ways SIV can deliver outcomes for the betterment of the Victorian seafood industry.

The Strategic Plan 2011-2013 is centred around a mission and built around eight objectives. The plan will allow SIV to measure outcomes and achieved goals, and focus on high priorities to ensure our members interests are best represented.

“Seafood Industry Victoria will continue building and informing a united and ecologically sustainable and thriving industry valued by the Victorian community”

Under this mission SIV has set 8 objectives, being;

- PROMOTE RESPONSIBLE, ECOLOGICALLY SUSTAINABLE RESOURCE USE
- INCREASE CERTAINTY OF ACCESS TO THE RESOURCE
- STRENGTHEN GOVERNMENT RELATIONS
- IMPROVE OUR RELATIONSHIP WITH INDUSTRY
- INCREASE THE VALUE OF THE SEAFOOD INDUSTRY TO THE COMMUNITY
- INCREASE INDUSTRY PROFITABILITY
- SUPERIOR GOVERNANCE LEADING TO THE EFFECTIVE MANAGEMENT OF SIV
- PROVIDE RESPONSIVE AND EFFECTIVE REPRESENTATION OF OUR MEMBERS INTERESTS

Accordingly, to achieve SIV’s mission significant outcomes must be delivered over the 8 objectives.

SIV will be sending a copy of the finalised Strategic Plan 2011-2013 to all our members, licence holders and associations.

Peak Season for Victoria

Blue mussels (*Mytilus edulis*) although mainly farmed in Victoria, are a cheap source of fresh, tasty seafood. Grown in clean and sheltered waters 5-20m deep, spat are collected in ropes and raised in long ‘socks’, suspended from horizontal ropes with buoys attached. Mussels are harvested when the gonads are ripe and full at a length of approximately 6-9 cm (12-18 months age). The edible parts have a distinctive ‘sea flavour’ but shrivel and can be tough if overcooked.

Steamed Mussels in Wine and Garlic Butter

Buy the best mussels and good sweet butter and use a white wine you’d drink yourself. Serves 2.

Ingredients:

1kg live mussels	1 tbsp unsalted butter	3/4 cup white wine
1 chopped shallot	2 cloves chopped garlic	



Preparation:

1. Scrub mussels and remove the beard.
2. Heat the butter over medium-high heat in a large, wide-bottomed pot with a lid. Sauté the shallots until it is soft but not browned. Add the garlic cloves.
3. Add the white wine, and bring it to a boil. Add the mussels in one layer if possible.
4. Cover the pot and let the mussels steam for 3-8 minutes. After three minutes, check the mussels.
5. As soon as most of the mussels are open, turn off the heat. Cover for a minute while you prepare bowls and plates.
6. Spoon out plenty of mussels and broth, which should be briny enough to not need any more salt.
7. Serve with crusty bread, more white wine -- and an extra bowl for the shells.

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In Brief.....

- If you are interested in volunteering, the Marine Discovery Centre in Queenscliff has opportunities available. Volunteers must be over 18 years of age and must be willing and able to give generously their time and talents. It is not essential to have prior knowledge of marine biology, as all volunteers are required to complete a training course as a part of the program. Further information can be obtained by contacting the centre Marine Discovery Centre Ph: (03) 5258 3344 Fax: (03) 5258 1435, marine.discovery@dpi.vic.gov.au
- The Victorian rock lobster and giant crab TACC's have been set for the 2011-12 quota year. Eastern Zone Rock lobster fishery TACC of 66 tonnes (no change from the 2010/11 TACC), Western Zone Rock lobster fishery TACC of 240 tonnes (no change from the 2010/11 TACC) and the Giant Crab fishery TACC of 18 tonnes (a reduction of 7 tonnes from the 2010/11 TACC).

Calender of Events

10th June	SIV Finance Meeting - SIV Office, West Melbourne
14th June	SIV Board Meeting #128 - SIV Office, West Melbourne
15th June	Abalone Industry Committee Meeting - SIV Office, West Melbourne
16th June	Future Fishing Strategy
20th June	CRC Consumer Master Class - SIV Office, West Melbourne
21st June	Fisheries Cost Recovery Standing Committee - DPI, Spring Street

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
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