



SIV Board Meeting #204 of 2 September 2022

Location: Zoom Meeting

Chairperson's Summary

This was the 204th meeting of the SIV Board.

Key items discussed included:

- CEO Recruitment
- SIA Membership
- Victorian Seafood Website
- Heart & Soul film – Ministerial Launch
- Consumer Engagement Strategy
- VicRAC Update

CEO Recruitment

- The Board discussed and agreed to commence the CEO recruitment process in September 2022.
- The Board noted that the Interim CEO will advertise the role as far and wide as possible with a view to attracting high quality candidates.
- The Board noted that the Interim CEO will have no role on the selection process itself, only lead the administrative aspects of the recruitment process.
- A Board subcommittee will be established to select the new CEO.

SIA Membership

- The Board agreed to maintain its annual membership of Seafood Industry Australia.

Victorian Seafood Website

- The Board noted that the public facing website, which will connect the Victorian public with fresh, high-quality Victorian seafood, will be ready to launch by 15 October.
- Additional content/images to further enhance the website will be scoped by the Interim CEO and presented to the Board for further consideration.

Heart & Soul film – Ministerial launch

- The Hon. Sonya Kilkenny MP, Minister for Fishing & Boating has agreed to launch the Heart & Soul film, an amazing tale of commercial fishing, fresh seafood, the operation of the Melbourne Seafood Centre and consuming amazing seafood.
- Minister Kilkenny will also launch the Victorian seafood website at the same time.

Consumer Engagement Strategy

- The Board noted the work done by the I/CEO to rescope the proposal put to SIV to implement the consumer engagement strategy.

- The Chair met with the Melbourne Seafood Centre and sourced co-funding for the project.
- The marketing and promotional campaign will commence on 1 November 2022 and run for three months.

VicRAC Update

- The Board noted that the proposed VFA project to determine the level of recreational catch in marine and estuarine waters was withdrawn by the VFA at the commencement of the VicRac meeting, as the VFA now considered the project to be a lower level priority, despite the project lead seeking a letter of support from SIV, which was provided.
- The Board agreed to write to Minister Kilkenny seeking an understanding as to why the project was now considered a lower level priority, when good fisheries management decision should be based on evidence and data from all stakeholders, not just the commercial fishing industry.

Next meeting: September 22, 2022,

Joanne Butterworth-Gray
SIV Independent Chair