



SIV Board Meeting #206 of 16 November 2022

Location: Zoom Meeting

Chairperson's Summary

This was the 206th meeting of the SIV Board.

Key items discussed included:

- Seafood Industry Collaboration Project
- Finance & Audit Committee
- SIV Membership Drive
- Victorian Seafood Website
- Rock Lobster contribution to Victorian Seafood website
- Correspondence from the Minister for Fishing & Boating
- Other Business
 - CEO Recruitment
 - FRDC Stakeholder Workshop
 - Marketing & Promotional Campaign

Seafood Industry Collaboration Project

- The Board noted that Sue Middleton has been appointed to lead the project, which involves interviews with SIA and State/Territory industry peak bodies. Joanne Butterworth-Gray, SIV Chair will be interviewed on behalf of SIV.
- The Board noted that five years after the establishment of SIA, there is tension and conflict between the State/Territory bodies and the National body. This has reached a position where the relationship is of concern for all parties. Key areas that are causing concern include:
 - a) Collaboration and sharing of project design and funds for national initiatives; and
 - b) Utilising the skills and capacities of the State Bodies to support national initiatives.
- The Board supports SIA and considers that the development of a clear framework outlining roles, responsibilities, etc is required.
- The Board provided the Chair with the following key points for her interview:
 - a) 100% support for the ongoing operation of SIA as the national peak body representing the Australian seafood industry.
 - b) 100% support for SIA to act as an influential national body that represents the industry in its entirety on national and international issues.
 - c) A desire for increased collaboration between SIA and SIV on SIA led projects/proposals, both in the design/scope development and implementation.
 - d) A recommendation to restructure the SIA Board to include the Chair of each State/Territory peak body as a Director, along with a select few industry subject matter experts/representatives.
 - e) Improved communication from SIA on its work program and the opportunities for SIV to influence that work program, including sharing of resources.
 - f) Improved leadership from SIA to ensure strong collaboration across jurisdictions and opportunities to share learnings/opportunities/issues, etc.

Finance & Audit Committee

- The Board noted that under the SIV Rules, FAC members are appointed following the AGM.
- The Board noted that Barbara Konstas is stepping down as Chair of the FAC to enable another Board member the opportunity to be involved. The Chair acknowledged the contribution Barbara has made as Chair of the FAC, providing strong leadership, support and advice during her tenure.
- The Chair sought nominations from the board for the positions on the committee. Michael Hobson agreed to remain on the Committee. Wayne Dredge also accepted a position on the committee. FAC Chair to be appointed at the next FAC Meeting.

Victorian Seafood Website

- The Board noted that Victorian Seafood website has been developed to the minimum standard required and was successfully launched on 20th October 2022 by the Hon. Sonya Kilkeny MP, Minister for Fishing & Boating.
- The Board noted that there are additional components/stages to the website that are required to maximise its output. These include 11 additional Victorian species (how they're caught/farmed, what to look for when buying, how to prepare them, etc), 3 regional trails, individual fisher stories and more recipes that can be added.
- The Board noted that the CEO is currently drafting 3 stories and has sourced recipes from eel and prawn contacts to reduce expenditure.
- The Board approved additional expenditure of \$4,930 on the Victorian Seafood website to include additional stories about prawns and squid, as well as three regional stories that would have a 'seafood trail' theme.

Rock Lobster contribution to Victorian Seafood website

- The Board noted the following update provided by Wayne Dredge, Chair of the Victorian Rock Lobster Committee (VRLC):
 - a) The establishment of the VRLC is progressing well.
 - b) The VRLC has committed to employing a suitably qualified executive officer for the rock lobster fishery, who would report to the SIV CEO in the organisational structure but work closely with the Chair of the VRLC.
 - c) The VRLC is developing a 12-month budget and work program for the RL executive officer.
 - d) The VRLC exploring a range of options with a view to raising additional revenue to assist the rock lobster sector.
- The Board noted that the VRLC formalised the transfer of \$20,000 of the \$100,000 grant allocated to SIV for expenditure on rock lobster related matters from Lattice Energy in its meeting Minutes, as requested by the auditor.
- The Board noted that SIV will write to Beach Energy (Lattice Energy) to outline the expenditure plan for the \$100,000 Lattice Energy grant once the VRLC has approved the expenditure plan at its next meeting. This will satisfy the auditors requirements in full.
- The Board noted that the \$20,000 VRLC contribution towards the development of the Victorian Seafood website is approximately 41% of project expenditure to date.

Correspondence from the Minister for Fishing & Boating

- The Board note that the Minister replied to SIV's election commitment correspondence, however the letter does not address any of the matters raised.
- The Board noted that the Minister has also not replied to SIV's correspondence regarding the VFA's decision to withdraw the 'survey of recreational fishers marine and estuarine catch' from the VICRAC process.

- The Board noted that Government was in caretaker mode. As such, no letter of reply to our 'WP/PPB weighing at the point of landing' correspondence should be expected until after the outcomes of the State election.

Other Business

CEO Recruitment

- The Board noted that the interview panel that will interview candidates on 23 November has shortlisted 4 applicants from the 49 candidates that applied for the role.
- The Board noted that the interview panel will provide a recommendation to the Board at its next meeting regarding the CEO recruitment.

FRDC Stakeholder Workshop

- The Board noted the update provided by the CEO on the FRDC stakeholder workshop which was held in Adelaide (15/16 November 2022), which FRDC funded his attendance.

Marketing & Promotional Campaign

- The Board noted that the marketing and promotional campaign commenced on 1 November and has generated significant interest and queries being posed to SIV, as well as followers regulating each other's comments in support of Victorian seafood.
- The Board noted week 1 and 2 updates.

Week 1

- Facebook reached 8,827 users which is a 450.3% increase from the week before.
- Instagram reached 8,428 users which is a 140.4% increase from the week before last
- A 150% increase in profile visits on Instagram.
- Luke Anedda's post on Facebook and Instagram did amazing with a total of 1,721 reach and 663 engagements.

Week 2

- Facebook reached 38,468 users which is a 318.7% increase on the week before last.
- Facebook page visits went up by 73.5%.
- The taco recipe post on Facebook and Instagram reached a total of 303 users.

META PAID ADS (commenced in week 2)

- Reach: 40,670 people have seen our ads.
- Impressions: 53,895 impressions (This is how many times our ads have been displayed)
- Best performing ad: Our ad copy that starts with "Did you know 70% of the seafood Victorians consume is imported?" is getting people engaged and talking about this issue

Next meeting: 7 December 2022,

Joanne Butterworth-Gray
SIV Independent Chair