

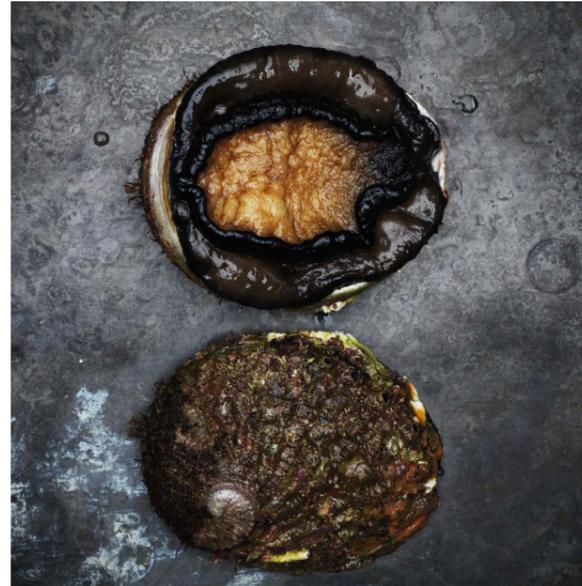
SEAFOOD INDUSTRY VICTORIA THRIVING IN DISRUPTIVE CHANGE

Context

Over the past 3 years SIV has strengthened the overall brand and reputation of the commercial fishing industry in Victoria.

However, despite significant achievements on behalf of the SIV membership, there continues to be sub-optimal decision making regarding resource allocation; fisheries are under threat of closure, commercial fishing is misunderstood and is an easy target for political populism.

In addition, links with aligned industries are not actively nurtured, the localised value of the industry is not measured and the narrative is shaped and influenced by outsiders rather than being owned by the industry and its members.



In a world of increasing globalisation, disruption and exponential change, SIV and its members have an immediate opportunity to reshape perceptions and demonstrate how the industry generates ongoing and increasing value for Victoria.

Capitalising on this opportunity through iterative, strategic action will ensure that SIV maximises the opportunities and mitigates the risks that are inherent within this current context.

SIV Focus

In addition to strengthening our traditional core business of Industry advocacy, SIV's strategic focus for the period 2017-2022 is to bring prominence to the people, places and products of the Victorian Seafood Industry through connected, localised, high-value initiatives that leverage existing partnerships, build new connections with industry and position commercial fishing as a net positive in the public domain.

OFFICE 14
MELBOURNE SEAFOOD CENTRE
133 KENSINGTON ROAD
WEST MELBOURNE VIC 3003
P 03 9687 0673



SIV.COM.AU



POWERED BY
resilient futures

A Blueprint for the Future 2017-2022

In March of 2017, Seafood Industry Victoria (SIV) commenced a process focussed on resetting the organisation's strategic plan.

This new plan is intended to guide SIV and its members through to 2022 - a five-year period that will be fraught with change and uncertainty due to an increasingly disruptive operating environment.

While the commercial seafood industry is not the only industry / sector experiencing the disruptive impacts of exponential change, SIV board members and the management team are focussed on ensuring that the whole organisation and its members are well-placed to leverage disruption rather than fall foul of its consequences.



A NEW
STRATEGIC
DIRECTION FOR
THE VICTORIAN
SEAFOOD
INDUSTRY



1 BUILD, GROW AND STRENGTHEN

Continue to build on the strong base and work that SIV has achieved in delivering against the last strategic plan:

- Ensure that SIV and its members remain the foremost authority and voice on Victoria's seafood industry
- Work in partnership with government, industry and other stakeholders to develop directions for the management of commercial fisheries in Victoria
- Support new initiatives, foster the development of new fisheries and Inform local and national policy that directly or indirectly relates to Victoria's seafood industry
- Provide industry with strong of leadership and promote the responsible and ecologically sustainable use of and access to fisheries resources

Strategic Priorities

1. Optimised business as usual
2. SIV industry representation
3. SIV advocacy

2 THE VICTORIAN SEAFOOD EXPERIENCE

Ensure public awareness of the industry, shape the interaction between consumer and product and link to aligned industries:

- Showcase the people, products and places of the Victorian Seafood Industry through targeted messaging and a focused program of events and activities
- Increase public awareness of the industry and its contributions (social, economic, health, environment, tourism & hospitality, etc.)
- Create destinations and experiences whereby seafood becomes core to the experience of place
- Shape the interaction between consumer and product in multiple contexts including supermarkets, restaurants, Fish & Chip shops, etc. and through various media (traditional, social, labelling, campaign, etc.)

Strategic Priorities

1. Local seafood for the local economy
2. Consumer-centric seafood / activating the crowd
3. People, places and product

3 TELLING THE SEAFOOD STORY

Reclaim and reshape the narrative to explode the positives associated with the commercial seafood industry:

- Move the understanding of commercial fishing from a net negative to a net positive
- Exploit the positive aspects of the industry from the impact on individual health through to environmental sustainability and enhancement
- Understand and value all aspects of the industry and what it offers by highlighting the people, places and products
- Own and drive the industry narrative by shaping the story that gets told rather than fighting the one that others are telling

Strategic Priorities

1. SIV communication capability
2. Health and hospitality
3. Monitoring the media



See the places. Meet the people.
Taste the difference.

6 SIV RESEARCH/PRACTICE LEADER

Bring together, coordinate and drive research activity and focus, leverage work that has been done and translate research to practice:

- Ensure that we have the skills, ability and oversight to leverage work that has been/is being done elsewhere - to provide benefit to Victoria
- Translate research into simple, easy to understand, practical opportunities for the Victorian seafood industry
- Support the industry to lead the way in safety, environmental protection, bio-security, traceability, food handling and other practices
- Increase public awareness and promotion of the industry, its innovation and its contributions – economically, socially and environmentally

Strategic Priorities

1. Data collection and capture
2. Leading on bio-security and traceability
3. Socio-economic evaluation of the Victorian seafood industry

4 SIV CAPABILITY, NETWORK & DEVELOPMENT

Ensure that SIV can deliver on current opportunities while nurturing ongoing development and leveraging existing strengths:

- Focus on building the competence and capacity to deliver on current opportunities and continue to grow to support members
- Develop the capability of SIV management and staff and leverage the SIV Board member networks
- Broaden the overall SIV network by increasing membership and developing new partnerships
- Create new strategic partnerships and cultivate advocates and supporters across a diverse set of aligned industries and networks

Strategic Priorities

1. Reward and recognition
2. SIV board active
3. Expanding revenues and funding sources

5 SEAFOOD INDUSTRY DEVELOPMENT

Provide appropriate training, skills, support and development opportunities for the industry:

- Ensure the appropriate leaders are in place and skilled to represent and promote the industry
- Implement necessary quality assurance and traceability programs
- Prepare for impacts of climate change both on individuals members and across the whole of the industry
- Make Victorian seafood a recognised and supported product, desired by the community

Strategic Priorities

1. Industry operator refresh
2. Personal development for fishers

7 SIV AS A TRUSTED PARTNER

Become a "go-to" partner for government, take the lead on policy and decision-making about the industry and its future and demonstrate the ability to be trusted and value-adding partner for aligned industries:

- Build and extend current government networks
- Refine key messaging to demonstrate the value that SIV and its members generate for local places, the state and the nation as a whole
- Support SIV members to grow, strengthen and leverage their networks with government, community and aligned industries
- Work collaboratively with other state-based and national seafood industry peak bodies and associations

Strategic Priorities

1. Active government linkages
2. Peak Body Connected
3. Industry network knitting

