



Seafood Industry
Australia
The Voice of Australian Seafood

SEAFOOD INDUSTRY AUSTRALIA

ANNUAL REPORT
2020-2021



CONTENTS

Chair Chauncey Hammond	
CEO Veronica Papacosta	
Communications and Public Affairs Manager Jessica McInerney	
Business and Events Manager Rosie Love	
Stay Afloat Program Manager Jo Marshall	
Seafood Industry Australia Shop 7B, Greenway Plaza 1183-1185 The Horsley Drive Wetherill Park NSW 2164	
seafoodindustryaustralia.com.au	
FB: /SeafoodIndustryAustralia	
IG: @seafoodindustryaustralia	
 STAY AFLOAT STAYAFLOAT.COM.AU	
 GREAT AUSTRALIAN SEAFOOD™	
Minister's Foreward – Senator the Hon. Jonno Duniam	04
Message from the Chair – Chauncey Hammond	06
Directors	08
A message from FRDC – Dr Patrick Hone	10
CEO Report – Veronica Papacosta	12
Our Submissions	16
SIA Industry Representation	16
Key Priority Snapshot	17
Jo Marshall on Stay Afloat	18
Great Australian Seafood - Update	19
Marketing and Communication Advisory Service	20
Sponsors	20



MINISTER'S FOREWARD

SENATOR THE HON. JONATHON DUNIAM

This year, like the one before, has been a year full of challenges for our seafood industry. As we continue to adjust to a pandemic-stricken world, I can only say how proud I am of this industry's resilience and ability to manage these challenges.

We've seen our exports impacted by changing market access. For many exporters, this has meant thinking outside of the box. For us as a government, this has meant finding new ways to help our primary producers.

We provided a further \$260.9 million funding for the International Freight Assistance Mechanism to the end of June 2022, taking our total commitment to more than \$1 billion, giving Australian businesses reliant on airfreight extra time to adapt to the new international trade environment.

IFAM has kept planes flying out of key production areas with premium quality perishable Australian produce, including seafood, to valuable markets in Asia, the Middle East and the USA.

This year we announced \$20.1 million for Commonwealth fisheries to introduce leading edge data integration, monitoring and artificial intelligence to reduce regulatory burden, boost productivity, support new export opportunities and improve environmental outcomes.

This will support the many Australian fishers looking abroad to sell their catch. I'm very proud to be part of a government which awarded an \$888,000 Agricultural Trade and Market Access Cooperation Program grant to Seafood Industry Australia (SIA) to seek out new and potential growth markets.

Through this grant, SIA will engage two Trade Export Managers to build capacity for seafood exporters across Australia. If the last year has taught us anything, it's not to put all our eggs in the one basket.

SIA has also received a \$267,000 traceability grant to strengthen consumer assurances in our premium seafood products. This

grant will provide a 'trust mark', like a QR code, that can let consumers know the seafood they're buying is 100 per cent traceable and sustainable.

But it's still been a rough and tumble year for our industry, so we have provided support through the \$600,000 'Stay Afloat' mental health initiative. This is a trial program for communities to provide mental first aid and to offer support for the people in our industry who have been impacted by the tumult of the last eighteen months.

On top of that, the Federal Government has delivered a vital agriculture visa to help secure the future of rural and regional Australia. The Agricultural Worker Visa will provide a long term, reliable workforce for our critical industries, including fisheries, while solving one of the great challenges facing regional Australia in recent history.

The Australian seafood industry is strong. It's a sustainable, well-managed sector and is backed by the quality of its products and the integrity of its people. Australian seafood is the best in the world, and we can stand by that. That's why we took the unprecedented action to provide \$4 million to fund an industry driven Eat Seafood Australia program – the first of its kind in our country.

While the circumstances of the past 18 months will fundamentally change Australia's seafood sector forever, we are absolutely committed to working with the industry to ensure that this change is for the better. I have no doubt that as we progress forward into new markets, more consumers around the world can be blown away by the quality and assurances that come with buying the Great Australian Seafood brand.

“

We provided a further \$260.9 million funding for the International Freight Assistance Mechanism to the end of June 2022, taking our total commitment to more than \$1 billion, giving Australian businesses reliant on airfreight extra time to adapt to the new international trade environment.



MESSAGE FROM THE CHAIR CHAUNCEY HAMMOND

From one lockdown to another across the country, we recognise the difficult conditions of the COVID-19 pandemic on all our members and appreciate your continued support. SIA is a member driven seafood industry peak body and without your financial support and in-kind contributions, we would cease to exist.

With that in mind, while SIA had some members withdraw due to the impacts of COVID, we have offset this loss by the addition of 6 new members and membership upgrades, so we anticipate our membership revenue will remain at 100% of budget. We welcome our new and upgraded members: Atlantis Fisheries Consulting Group, Lakes Entrance Co-op, Yumbah Aquaculture, Mainstream Barramundi, Tasmanian Salmon Growers Association, Fishing Families WA, Red Coral Seafood, Kedge and Clamms.

At this critical time and in this distressed economic environment, we understand that any advantage that SIA can deliver through its political, departmental and social engagement as the peak industry body provides compounded returns for members. Basically, SIA is the watchdog and insurance policy for the seafood industry.

We thank the Federal government and specifically our Assistant Minister for Fisheries Jonno Duniam for their exceptional industry support for continuation of the International Freight Assistance Mechanism to June 2022, the successful \$600,000 Stay Afloat mental health pilot program and the ATMAC grant for development of export markets. We appreciate the collaborative efforts of numerous SIA members for their work on these initiatives as the outcomes show an unprecedented level of recognition and government support for the commercial fishing industry.

A big thanks to Marshall Betzel (Deputy Chair, Chair of CGC, Nominations Committee Chair) and Belinda Wilson (previous Chair CGC and member of CGC Committee) for their outstanding service on the SIA Board. Belinda and Marshall are both inaugural SIA Directors and now retire as they have served the maximum two terms allowed under the constitution. While we look forward to having two new Directors on the Board, we

will miss Marshall and Belinda's energy, commitment and wisdom.

SIA's draft Election Policy outlines industry's key initiatives, goals and areas of need. The draft election policy has been distributed to our members and we encourage you to review and provide us with feedback to ensure we are seeking political assistance that industry needs.

In keeping with our commitment to the aquaculture sector, we are pleased that the National Aquaculture Council has decided to merge into SIA as this will allow us to have a dedicated steering committee to focus on critical aquaculture issues. This is especially important as aquaculture is now the largest sector of the domestic seafood industry.

We recognise and thank our truly dedicated team: Veronica Papacosta, Jessica McInerney, Rosie Love and Lisa Pollifrone for their tireless work and commitment to SIA. I'd also like to thank Jo Marshall for her outstanding work running the Stay Afloat program and the trusted advocates which are doing a terrific job on the ground. This crew while small in number are extremely high performers and provide an excellent return for our members.

Also, special thanks to our hardworking and dedicated Directors: Marshall Betzel (Deputy Chair and Chair Corporate Governance Committee), Mark Ryan (Chair Finance and Risk Management Committee), Belinda Wilson, Clayton Nelson, Bryan Skepper and Dennis Holder. We cannot underestimate their contributions including time, strategic direction, commercial advice and vision.

We are very fortunate to have had Daniel Wall in the voluntary role of company secretary for the past year. He did an excellent job, and we appreciate his initiative on various projects. Due to some changing work commitments, unfortunately Daniel will be departing as company secretary after the AGM. We wish Daniel and his family all the best.

Also, a big thank you to Patrick Hone, the FRDC Board and the FRDC team. We appreciate their support on a number of

programs and initiatives and especially Patrick's tireless work for the seafood industry.

SIA continues to monitor and improve its corporate governance and financial capacity. We are pleased to provide you with a copy of the audited accounts showing a few areas that need improvement. None of these are material and will be addressed.

SIA is constantly working in the background for our members and industry. Veronica and our team are continuing to earn the recognition and confidence of the Federal Government and its departments. SIA has become a hub of communication and coordination between industry members, government, the public and the media as well as continuing to pursue fundamental rights such as improved and more defined resource security.

Last but not least, thank you to Veronica Papacosta for her outstanding work as CEO. Veronica's commitment, output and effectiveness are exemplary in every aspect. We look forward to seeing a number of her and her team's initiatives come to fruition this coming year including our long-awaited Seafood Directions 2022.

Please stay safe and well,

Chauncey Hammond

**Acting Chair
Seafood Industry Australia**

“

In keeping with our commitment to the aquaculture sector, we are pleased that the National Aquaculture Council has decided to merge into SIA as this will allow us to have a dedicated steering committee to focus on critical aquaculture issues.

SIA DIRECTORS

Seafood Industry Australia has a strategic and skills based board to provide maximum flexibility and responsiveness to achieve outcomes for its members.

For more information on our board members see below.



**BRYAN
SKEPPER**

Director

Bryan was appointed to the SIA Board in October 2020.

Bryan has worked in the seafood industry since 1973 and over this time has amassed a long list of accomplishments, the most significant of which was driving the realisation of Sydney Fish Market's (SFM) vision to build a new \$750million facility, funding for which was approved by the NSW Government in 2019.

Bryan retired from his position as General Manager at SFM in September 2019, but still maintains an active involvement in the Australian Seafood Industry. He is chair of NSW Seafood Industry Council, a former director of the Australian Seafood Co-operative Research Centre, and former company secretary of OceanWatch Australia.

Bryan was awarded the Industry Ambassador Award at the National Seafood Industry Awards in 2019.

Bryan holds professional qualifications in accounting, human resource management and environmental auditing.



**CHAUNCEY
HAMMOND**

Deputy Chair July 1, 2019 - April 8, 2020. Chair April 9, 2020 - present

Financial Audit and Risk Management Committee member

Chauncey operates his own management consulting firm providing strategic and commercial advice to the owners of a variety of significant wildcatch fisheries that have operations in Western Australia, Northern Territory, Queensland, Victoria and Tasmania. In addition, Chauncey sits on three domestic company boards and one overseas board.

His background includes experience as a strategic and commercial advisor, with expertise in industry management across a broad spectrum of industries. Additionally, Chauncey exhibits strong financial expertise which includes complex financial structuring, hedging, debt and equity funding, as well as closing transactions with sustainable, optimised internal rates of return.

Chauncey has degrees in law, engineering and finance and was previously the Managing Director of a company with a \$120 million turnover and 500 employees, which exported Australian Primary produce to Japan, China, Taiwan, Singapore, USA, Brazil and Europe.



**CLAYTON
NELSON**

Director

Clayton was appointed to the SIA Board in October 2020. He is the General Manager – Policy and External Affairs at Austral Fisheries. Clayton has been involved in the Australian fishing industry since 1980. He has extensive experience in the seafood industry, with roles including Skippering prawning vessels, partner and Executive Director of ASX listed Deep Sea Fisheries Ltd, and Director of Operations for Tiger Fisheries. In 2008, Clayton launched Jamaican Marine Services to provide consultancy services to the Australian fishing industry. In 2011, he established a small boutique fishing company to fish for Rottnest Island Scallops out of Fremantle, WA. Clayton was a Director of the Western Australian Fishing Industry Council from 2011 – 2017 and also served as Chairman in 2017. Clayton has played a significant role in establishing Austal's newest fishing operation in the Timor Reef Fishery.

Throughout 40 years of hands on experience in the Seafood Industry, Clayton has been active in roles from operations, catching, marketing and business development in primarily the Wildcatch sector. Industry representation in both state and commonwealth sectors has built networks throughout Australia based on trust, reputation and integrity. Clayton is currently Vice Chair of the Commonwealth Fisheries association and sits on the National Agricultural Labour Advisory Committee.



**MARSHALL
BETZEL**

Director
Deputy Chair April 9, 2020 - present

Chair, Corporate Governance Committee

Marshall has more than 30 years of seafood marketing experience and is a director of North Queensland Trawlers based in Cairns. He holds diplomas in Business, Management and Sustainability as well as a Graduate Certificate in Business Administration and an MBA from Griffith University, Queensland.

Marshall is a former director of the Australian Council of Prawn Fisheries and is currently an industry representative on the Torres Strait Prawn Fishery Management Advisory Committee. He is also the President of the Queensland Seafood Marketers Association.

Marshall's practical experience and knowledge of the seafood industry, coupled with his formal qualifications brings valuable insight on governance, strategy and operational performance to the work of the SIA board.



**DENNIS
HOLDER**

Director

Corporate Governance Committee member

Dennis has owned and operated a successful wild catch fishing business from development to maturity, with extensive experience in marketing fresh product throughout Australia.

Dennis is the President of Wildcatch Fisheries SA Inc. (SA's Peak Industry Body), after joining as a member in 2012. Dennis and his wife Karen own DM and KL Holder Pty Ltd and operate the FV Silver Spectre. The Silver Spectre is a purpose built 24-metre aluminium vessel built and project managed by Dennis, launched in 2010. The company owns 4 crab licences with a total of 244 tonnes of crabs (approx. 39 per cent TACC) and fishing operations take place from July 1 – June 30.

For 30 years, Dennis has been involved with various aspects of the SA Blue CrabPot Association including internal governance arrangements, development of legislation, management plans and was instrumental with transitioning the fishery from a permit input controlled fishery to a fully legislated output controlled fishery.

In 2016, Dennis was awarded a Nuffield Scholarship which gave him the opportunity for extensive insight into primary/food production from around the world.



**BELINDA
WILSON**

Director

Corporate Governance Committee member

Belinda has her own strategy consulting business and has previously worked as CEO of Port Phillip Bay Scallops, which is Victoria's only hand-dived wild caught scallop fishery. She has familiarity with the industry from wild catch to post-harvest sector, reinforced through engagement with government at the state and federal level.

Belinda holds a Bachelor of Law from Melbourne University and is the President of the Law Institute of Victoria, which is the peak-body for the Victorian legal profession with some 19,000 members.

Belinda is a graduate of the Australian Institute of Company Directors, and sits on a number of government and statutory boards including the Victorian Fisheries Cost Recovery Standing Committee.



**MARK
RYAN**

Director

Chair, Financial Audit and Risk Management Committee

Mark is the Managing Director and CEO of the Tassal Group Ltd, a publicly listed salmon production company that is Australia's largest seafood and aquaculture business.

Tassal is a vertically integrated business based in Tasmania, with an organisational focus on environmental sustainability and stakeholder engagement. In 2015, Tassal expanded its footprint and business offerings through the acquisition of De Costi Seafoods.

Mark has more than 30 years of experience in strategy, finance and operational matters across many industries, with experience gained through PriceWaterhouseCoopers, Arthur Andersen and KordaMentha. Mark currently sits on four additional boards, including the Tasmanian Salmonid Growers Association and the Tasmanian Development Board.



A MESSAGE FROM FRDC DR PATRICK HONE



FRDC

Seafood Industry Australia (SIA) and the Fisheries Research and Development Corporation (FRDC) have worked together during the year to ensure we deliver against the priority areas identified by the commercial fishing and aquaculture sectors. The year has not been without major challenges from the pandemic, disruption to businesses, critical attacks on the sectors through publications like Sespiracy and Toxic. The FRDC has been proud of the way that science has allowed informed responses.

The year 2020-2021 was the first of the new FRDC's Research and Development Plan 2020-25, developed and approved by FRDC's Representative Organisations (Figure 1), that SIA played a leading role in.

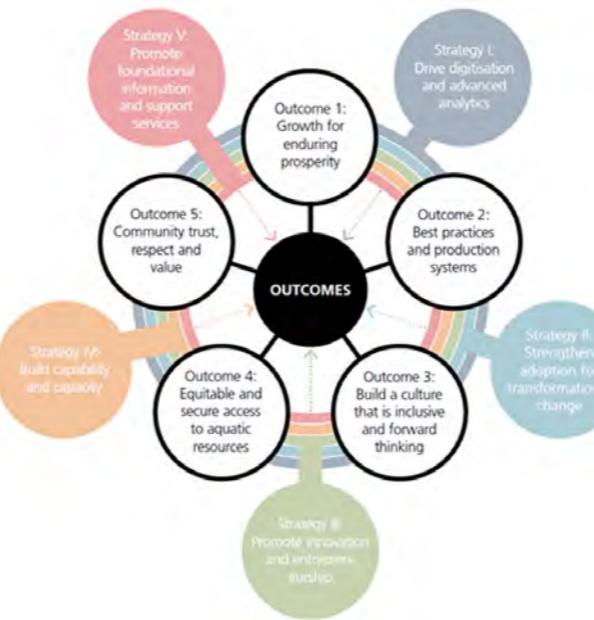


Figure 1 The FRDC's R&D Plan 2020-25 is underpinned by five strategic outcomes and five enabling strategies.

The FRDC is contributing to the pursuit of SIA's priorities in the following ways:

Represent and further the interests of the Australian Seafood Industry with respect to both national and international issues affecting our members

Submission of three senate enquiries, one on the Fisheries Quota System, one on the Impact of Seismic Testing on Fisheries and the Marine Environment and one on aquaculture.

Increase the value of the Australian Seafood Industry

Research that has informed the expansion of aquaculture, improved use of unknown species and allowed producers to diversify their markets.

Promote the Australian Seafood Industry

The Great Australian Seafood campaign has been a sea change on how the seafood community unites to promote healthy Australian seafood that has been informed by numerous studies on consumer needs. This year SIA has taken the leadership of Seafood Directions and Fish and Chips as these activities better align with SIA's goals.

Create and maintain an industry that is unified, effective and respected

Collaboration with our Stakeholder Reference Groups to refine Fish Forever 2030, a draft vision for fishing and aquaculture which identifies 18 opportunities across fishing and aquaculture.

Foster understanding and unity within the diverse Australian Seafood Industry; • Inform and influence governments and regulators

Continue to improve leadership through the National Seafood Industry Leadership Program, Australian Rural Leadership Program and Nuffield and other capability and capacity building programs.

Be prepared for and responsive to current and emerging issues of national and sector significance for the Australian Seafood Industry

Strong support for the sector though the pandemic including the release of a report: Impact of Covid19 on Australia's Seafood sector. The report analysed how COVID-19 affected the seafood industry in Australia from January to June 2020, with the aim of using this knowledge to future proof the sector from future shocks.

Advocate and encourage sustainable practices within the Australian Seafood Industry to protect the environment, ecosystem and fish stocks

Releasing of the 5th Edition of Status of Australian Fish Stocks (SAFS) Reports which show Australia's fish stocks are well managed and the majority of stocks are healthy. SAFS also allows consumers to make informed choices through the app available for iOS and Android.

Promote improved communication, education and technology transfer to the Australian Seafood Industry through state and other associations, sector bodies and other appropriate avenues

Contribution as a founding member to Agricultural Innovation Australia (AIA), a new company targeting transformational innovation across agriculture, formed in October 2020 through a cross RDC collaborative effort.

Partnership with the Global Ag-tech Ecosystem (GATE), an initiative established by the NSW Department of Primary Industries in 2018 to fast-track innovation and primary industries research into impact.

Partner with Australian Agrifood Data Exchange, a nation building project that will support the growth and resilience of the Australian agrifood industry by building a secure and trusted framework for data to be shared across the sector

Consulted with industry to improve regional extension and adoption.

Improve the community's perception and respect of the Australian Seafood Industry.

Funding SeSAFE program, building on an import update in Workplace health and Safety (WHS) law recognising commercial fishing vessels as workplaces. SeSAFE and convenient safety training options.



REPORT FROM THE CEO

VERONICA PAPACOSTA

When looking back across 2021 there are a great number of similarities to 2020 in the landscape facing the Australian seafood industry. 2021 saw a continuation of the deep impacts of the Covid19 pandemic on local food service market and a material worsening of international trade conditions, compounded by the China trade rift. ABARES figures released in August 2021 show a decrease in the exports of rock lobster and abalone which were down 8 per cent to \$1.41 billion over the period. We know these figures will be more pronounced in future reports, when the full impact of the ongoing trade rift with China will be seen. These sectors are facing unprecedented hardship that threatens the survival of many fishing businesses. SIA stands in solidarity with the impacted fishing families and commends the state and sector organisations around the country that have been providing on the ground support and resource.

Covid19 lockdowns and lack of international travel saw many Australian residents redirect household spending towards fresh seafood at home seafood consumption. Reports suggest that seafood retailers nationally have experienced a 30-40% average increase in sales of fresh seafood. Online sales of seafood have rocketed and sustained average increases of 80-90%. SIA was right there in support with the speedy roll out of the inaugural Great Australian Seafood national advertising campaign. From the summer of 2020/2021 until recently fresh fish and prawn producers have reported some of the highest prices on record. This appears to be a combination of increased local demand along with a restraint on fishing and harvesting efforts where labour shortages have prevented maximum production.

Critical gaps in access to skilled labour, both domestic and international, has plagued all sectors of our industry in 2021. The hangover from 2020 has intensified and whilst the Australian Federal government has worked hard to develop the new Agricultural Visa and offered unprecedented concessions in the Fishing Industry Labour Agreement (FILAT) the access to labour will improve in micro increments until Australian borders are reopened to international travellers and workers on mass. The competition across all Australian sectors including broader agriculture will be intense and businesses should expect that cost of labour will rise.

SIA has worked hard to maintain Covid19 supports to industry and members including the multiple extensions of the **International Freight Assistance Mechanism (IFAM)** and the recent securing

of the **ATMAC market diversification and trade grant** on behalf of the whole of industry to support rebuilding of export markets and the very necessary market diversification around the globe. Throughout 2021 we have seen the continues roll out of the **StayAfloat Mental Health pilot program**. SIA and its team of Trusted Advocates, and our StayAfloat partner the Tasmanian Seafood Industry Council, have truly realised the importance and the positive impact that these programs can have on the seafood industry community. Sometime you can change what happens to us but we can change the way we deal with them. The StayAfloat program sees the community coming together to care and communicate which will only lead us to improved wellness outcomes. With the new extension program into Queensland, SIA is working hard to ensure that the StayAfloat program has a national roll out with a long term future.

The SIA team has worked to ensure that we provide a supportive and collaborative approach to industry consultation and engagement with government and stakeholders. We have now landed on a method of consultation and engagement that we are finding is leading to improved results in lobbying and representation (see illustration). We have also expanded our range of government stakeholders to include Minister Littleproud, Assistant Minister Duniam, Minister Ley, Minister Tehan, Minister Porter, Minister Wyatt, Minister Hunt, Deputy Prime Minister Joyce along with the Fisheries Research and Development Corporation (FRDC), the Department of Agriculture and the Environment, the Department of Health, the Department of Foreign Affairs and Trade, the Department of Industry, Science, Energy and Resources, Austrade, Australian Fisheries Management Authority, Australian Maritime Safety Authority, Australian Fisheries Management Authority, Parks Australia, NOPSEMA.

The relationship with Dr Patrick Hone and his team at the FRDC is continuing to strengthen and we particularly appreciate the work they are doing to activate the FishForever 2030 strategy and promote a working relationship between the Representative organisations.

Work continues on all of our Key Priorities, now numbered 10 with the addition of the Labour & Training and the Market Access & Trade. Please refer to the Key Priorities Snapshot further into the report.

SIA INDUSTRY CONSULTATION METHOD

Call for feedback from Govt or other stakeholder
Or Issue emerges



All SIA members are invited to an open Members Meeting via Microsoft teams to provide feedback to the SIA team.



SIA also sends a direct email to SIA members for direct/private feedback



SIA collates industry feedback and drafts a submission paper. Where possible, SIA will develop an industry position paper



All submissions and position papers will be emailed direct to SIA Members and also be available on the MySIA page of the SIA website.

SIA is particularly proud of the results achieved through the Stay Afloat Mental Health Program in the three focus communities. We are very proud to have been entrusted by the QLD state government to roll out our StayAfloat program through 5 key fishing regions in QLD including – Greater Brisbane, Harvey Bay, Cairns, Karumba and Townsville.. Underpinned by a strong community engagement strategy, the Stay Afloat program has reinforced and reminded us all that working together and looking after each other has always been the best strategy. Congratulations to our amazing program manager Jo Marshall, Women in Seafood Australasia, the Stay Afloat steering committee and our nine wonderful Trusted Advocates for their ongoing hard work and commitment.

SIA has received a generous commitment from the AMSA and the FRDC to support the development and execution of the SIA National Safety Roadshow. The overlap between Mental Health and physical safety cannot be underestimated, and we are looking forward to expanding the promising results from the engagement strategy in Stay Afloat across to the area of physical safety at work.

The Great Australian Seafood Domestic Marketing Campaign is coming to an end in October 2021. The program has run successfully for 12 months through the planned media channels including TV, billboards, social media and digital. SIA was awarded a \$4 million grant from the Australian Government under the under the \$1 Billion COVID-19 Relief and Recovery Fund, to promote domestic consumption of Australian seafood, and provide a boost to the entire seafood supply chain. The grant was a wonderful opportunity to begin whole-of-industry protein marketing, and launch the industry's consumer-facing brand, Great Australian Seafood, bringing us to a level field with the likes of Beef, Pork and Lamb.

Initial reporting on the campaign has shown 75% of people who have seen the ads have been motivated to take action, one third have eaten more Australian seafood, 25% have bought more types of Australian seafood, while 72% said the message was clear. We've had more than 15 million people see our ads on social media, and the new Great Australian Seafood website has been visited by more than 370,000 Australians since its launch in November 2020. The Fish Finder tool has proved to be our most popular webpage since launch, and allows customers to search by postcode to find seafood retailers near them. We've

“

Covid19 lockdowns and lack of international travel saw many Australian residents redirect household spending towards fresh seafood at home seafood consumption.

ONGOING COMMUNICATIONS FROM SIA

Quarterly Members Advisory Forums (via Microsoft teams)

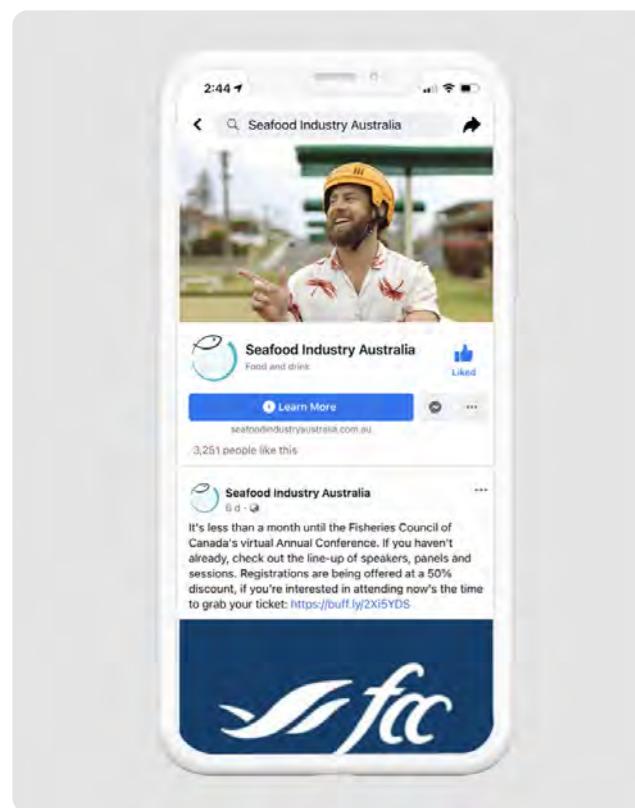
“Audience with the Minister” webinar series

Monthly Newsletter – “Inside SIA”

Weekly Email Alerts for emerging issues.

Social Media updates – Facebook, Instagram and LinkedIn

MySIA Members section and the SIA Website



also launched the Great Australian Seafood e-shop for retailers or industry to order recipe cards and promotional posters.

The National Marketing Group has also been established with an illustrious group of industry leaders. The task set for the NMG is to activate their sectors marketing and look for strong opportunities to market the industry as a whole. International seafood trade and marketing will receive a big boost through the securing of ATMAC funds. Year one funds have been received to the tune of \$888,000. Year one will see the development of a whole of industry strategic plan, a crisis management framework, 2 new SIA Trade Export managers and the establishment of a “One Stop Shop” for export trade and certification resources. The focus on market diversification and industry capacity building looks to support industry sectors impacted by Covid and the China trade rift.

SIA is continuing work on our key priority of Recourse Security through the Resource Security Taskforce. The literature review has been completed by the University of Wollongong and delivered to the taskforce for review and analysis. The taskforce is currently in the process of developing a best-practice framework for improved security of access to marine resources. It is expected that industry will be able to use the framework to improve outcomes when negotiating with government and stakeholders regarding access to the marine resource. It is acknowledged by SIA that resource security is of critical importance to the industry moving forward, and will remain a key priority of ours until outcomes are delivered.

SIA continues to lead the way with strong results in the area of Public Relations, Media and Communications Activity. The market value of communications activities in 2021 is more than \$27.6million. Note: this does not include purchased media under the Great Australian Seafood campaign. SIA will continue promoting and protecting our members, and the broader Australian seafood industry, through our communications activities which are managed internally by SIA’s Communications and Public Affairs Manager, Jessica McInerney.

I’d like to thank the amazing team of people that I get to work with every day. Who make it not feel like work, who make it feel

like together we can make a difference. The tenacious, astute and dynamic Jessica McInerney (Public Affairs & Communications Manager), the connected, resourceful and clever Rosie Love (Events & Business Manager), the considered, reliable and inquisitive Lisa Pollifrone (Accounts), the warm, insightful and energetic Jo Marshall (StayAfloat Program Manager).

To the SIA board we thank you for the constant support and guidance that you provide to the operations team. The AICD course recommends that directors take a “noses in, fingers out” approach to exercising the duty of care. From my perspective this high value group of individuals come together with experience, agility and consideration and exercise their duty of care with diligence and respect. To our distinguished Chair, Chauncey Hammond, thank you for being present, considered and constant. SIA is so much the better for having you leading it.

Finally, I’d like to thank you, our members, for your ongoing support. We exist because of our members, and we work hard every day to produce real, measurable and valued outcomes that should put money in your pocket and confidence in your business. Our strength as an industry comes from unity; from working together on issues which are critical to the growth and development of our industry. To do this effectively we need the continued involvement and support of the entire Australian seafood industry.

I look forward to speaking with you soon, and please don’t hesitate to contact me or the SIA team.

Kind Regards,

Veronica Papacosta

CEO, Seafood Industry Australia

0409 220 788 • ceo@seafoodindustryaustralia.com.au

When taking on the CEO role in a permanent capacity in August 2020 I made a commitment to:



1. STRONGER RELATIONSHIPS AND COMMUNICATIONS

with SIA members and stakeholders including government to ensure that SIA is at the forefront of the changing industry landscape.



2. EXPAND SIA'S KEY PRIORITY AREAS

to ensure SIA member issues are acknowledged and improved focus on needs of individual sectors - Wild Catch, Aquaculture and Post-Harvest



3. CREATE MULTIPLE REVENUE STREAMS

to secure SIA's financial sustainability.

2020-2021 SIA REPRESENTATION

- National Fisheries Advisory Council (NFAC)
- FRDC Rep Org Consultative Group
- WFC2021 Steering Committee and Communications Committee
- Safefish Seafood Export Consultative Council (SECC)
- AMSA National Safety Committee
- NOPSEMA/DAWE Policy Framework Consultation Group
- Seafood Industry Safety Committee (SISI)
- NESP Marine and Coastal Hub Steering Committee Meeting
- Fish Names Committee

- ATMAC Industry Advisory Group
- Fuel Tax Levy Coalition
- Seafood Industry Roundtable – Industry Association Network (IAN)
- Food and Wine Trade Collaboration (with MLA, Dairy Australia, Hort Innovation and Wine Australia)
- National GS1 Traceability Advisory Group (NGTAG)
- ICFA Global Seafood Communicators
- FRDC Seafood Comms Group
- Inquiry into plant-based protein labelling and marketing
- National Marketing Committee

2020-2021 SIA SUBMISSIONS

SIA Submissions this year including:

- Country of Origin Labelling inquiry - [available here](#)
- ACCC Inquiry into Perishable Goods - [available here](#)
- AMCS draft charter - [available here](#)
- National Agriculture Labour Advisory Committee - [available here](#)
- ITQ inquiry - [available here](#)
- Australian Aquaculture sector inquiry - [available here](#)
- ANZSCO Occupation List review - [available here](#)
- Agricultural Visa development - [available here](#)
- Fishing Industry Labour Agreement Template (FILAT) Proposed Concessions - [available here](#)
- Plant-based protein labelling inquiry - [available here](#)
- Indian Ocean Territories Marine Park development [available here](#)



KEY PRIORITY SNAPSHOT

KEY PRIORITY AREA	OUTCOMES	ONGOING ACTIVITY	ACTIVITY INTENDED
1 Social License (WC,AQ,PH)	To improve the profile of and the community's respect for the commercial fishing and aquaculture sector.	<ul style="list-style-type: none"> Great Australian Seafood Domestic Campaign Media Watch (ongoing) Open SC Traceability Project 	"Our Pledge" Extension project
2 Resource Security (WC)	To improve the long term security of the industry and provide assurance	<ul style="list-style-type: none"> Resource Security Taskforce - to develop a resource security framework that can be considered by each individual fishery 	
3 Biosecurity (WC,AQ)	To support the improvements and innovations in Australia's biosecurity system for the long term benefit of the Australian seafood industry.	<ul style="list-style-type: none"> Merge National Aquaculture Council into SIA; Establish the Aquaculture Advisory Council within SIA Develop Aquaculture Strategy & employ 1FTE to activate the plan and focus on biosecurity 	
4 Mental Health (WC,AQ,PH)	To improve the wellness of members of the Australian seafood industry.	<ul style="list-style-type: none"> Stay Afloat Mental Health Pilot Project – Newcastle, Lakes Entrance and Darwin Stay Afloat program extensions into SA and QLD – funded by state govt 	National roll out of Stay Afloat Mental Health program with full funding for 5 years – in process
5 Diesel Fuel Rebate (WC,AQ,PH)	To secure the Diesel Fuel Rebate is in place.	<ul style="list-style-type: none"> Fuel Tax Levy Coalition and ongoing lobbying 	
6 Seismic Testing (WC)	To improve the consultation and outcomes for industry in interactions with seismic testing activity.	<ul style="list-style-type: none"> Creation of a Policy Framework Consultation to support improved interactions between Oil and Gas and Seafood Industry 	
7 Safety (WC,AQ,PH)	To improve the safety outcomes for industry through engagement and education.	<ul style="list-style-type: none"> SISI committee membership SIA National Safety Roadshow Program 	
8 Country of Origin Labelling (WC,AQ,PH)	To have the Country of Origin Labelling exemption for food service removed.	<ul style="list-style-type: none"> Ongoing lobbying for CoOL Plant based Meat labelling improvements 	
9 Labour and Training (WC,AQ,PH)	To improve industry's access to a skilled and competent workforce.	<ul style="list-style-type: none"> Work with Dept. Home Affairs to develop Ag Visa and improve FILA 	National Careers and Training Platform – incorporating "blue card" and Sesafe
10 Market Access & Trade (WC,AQ,PH)	To remove barriers to trade and improve access to markets – domestic and international	<ul style="list-style-type: none"> ATMAC funding – Export Strategic Plan, Crisis Management Framework 2fte Trade Export Managers to support industry Create a one stop shop for export certification and trade knowledge 	Harmonised Australian Retailer Produce Scheme (for Seafood) HARPS

SIA PLANNED EVENTS

Great Australian Fish & Chips Awards (Annually) • Seafood Directions 2022, 2024, 2026 • World Aquaculture Conference 2023



STAY AFLOAT JO MARSHALL

A year ago, the Stay Afloat program was in its infancy. We used technology to overcome the challenges presented by COVID border closures and engage with our Focus Communities, seek Trusted Advocates, and build the program foundations. We are proud to say that despite COVID, Stay Afloat has met and, in many cases, exceeded our project commitments.

We have nine amazing Trusted Advocates working in our Focus Communities of Newcastle, Darwin, and Lakes Entrance. They have had hundreds of conversations and referred numerous industry colleagues towards professional support. We know of several individuals who have returned to thank our Trusted Advocates for their advice, having sought help and turned their lives around. We have distributed thousands of information brochures to doctors and mental health services in our Focus Communities.

Our Mental Health First Aid Training continues to increase in popularity. Over 150 industry community members have now completed or booked this excellent training. We have created a range of tools such as our giant postcard series carrying tips and tools for stress management, positive habits, talking to a mate, signs of anxiety and depression, and more.

Community Resilience grants are currently in their final round, and we expect to give away the entire budget of 35 grants of \$2,000 to communities around Australia. Activities such as community barbecues, educational talks, community walks, and festivals have been highly successful, despite many being delayed due to COVID.

We are proud to have been showcased by the National Mental Health Commission as a highly successful industry-led mental health program. Independent evaluation of the program has led to very positive feedback from our funders – the Federal Government Department of Health, Mental Health Program. The program's success to date has also led to investment by the Queensland Department of Agriculture and Fisheries to establish 5 Focus communities across Queensland.

It's early days, but Stay Afloat is gaining traction and already making a difference to lives in our industry.



GREAT AUSTRALIAN SEAFOOD UPDATE

Within Australia, the seafood industry was the first and worst hit by the COVID pandemic in early 2020, and it was quickly established our industry was in trouble. We felt the full force of the lockdowns as they took effect in China. We then faced an inability to get our goods to export markets due to reductions to international flights and domestically consumption dropped off a cliff. There was a sharp downturn in domestic trade due to lack of capacity and closures in the foodservice sector.

To use the COVID buzzword, we needed to pivot. IFAM aided in accessing export markets, but we needed to encourage more Australians, to get more seafood into their at-home diets by driving domestic retail sales and making Australian seafood part of the weekly meal routine.

We lobbied the Australian Government for support, and in mid-2020 the Coalition announced a \$4 million marketing grant to SIA, funded by the Australian Government under the \$1 Billion COVID-19 Relief and Recovery Fund. The guidelines of the funding grant was to create a 12-month marketing campaign using a full-service creative and media agency, and have that campaign live by the end of October. This meant we had four months to move a marketing mountain. With the help of some of the industry's best marketing minds - Caroline Hounsell of Tassal, Taran Richards of Humpty Doo Barramundi, and John Susman of Fishtales - we appointed Clemenger BBDO Sydney. As a group, we felt they understood the brief and their creative was the strongest.

The top line strategy was to create a sense of connection to Australian seafood by reminding consumers of our links to Aussie culture, while celebrating our cultural tokens. Research showed Australian consumers rated seafood as versatile, tasty, and healthy, but held the perception that seafood is hard to cook. We needed to break this by reminding them it's actually, Easy As.

During our strategic planning we realised we were about to create goodwill in the Australian seafood brand, but where would this goodwill go? SIA is a fantastic organisation, but we needed to build a brand that held the national industry identity. We looked to other proteins and sectors like True Australian Beef and 100% Pure New Zealand. We settled on, Great Australian Seafood, as the best fit for purpose brand. It's solid. It's ownable. And it's correct, we are Great Australian Seafood.

We developed a combined media strategy that encompassed free-to-air, digital and on-demand TVCs, out of home, social, digital and search advertising, along with print and digital partnerships. We drew on some really fun and creative phrasing to highlight our Easy As recipes and flighted these across the campaign to draw in summer entertaining, Christmas, Easter and year-round applications.

We undertook an initial survey in October 2020 which gave a pre-launch baseline on consumer sentiment, the post-launch survey was completed in March and shows 75% of people who have seen the ads have been motivated to take action, one third have eaten more Australian seafood, 25% have bought more types of Australian seafood, and 72% said the message was clear. We've had more than 17 million people see our ads on social media, and the new website has been visited by more than 400,000 Australians since November. Our final survey will align with the campaign close in October.

To support the industry in making sure a united Australian seafood marketing campaign happens beyond the first year, we've established the national marketing group with representatives from each species sector. The goal of the group is to ensure that as a united industry, we build on the established brand and assets created, and ensure Great Australian Seafood continues to thrive.



SIA MARKETING AND COMMUNICATION ADVISORY SERVICE

This year also saw the launch of our Marketing Advisory Service, designed to assist members with a variety of communications and marketing requirements. Our services include strategic planning and advisory services for individual businesses, cohorts/consortiums or sectors that connects you to the right marketing and communications services.



**VERONICA
PAPACOSTA**



**JESSICA
MCINERNEY**



**ROSIE
LOVE**

Veronica has more than 20 years' experience in retail, branding and consumer marketing. In addition to her role with SIA, she is the Managing Director of Sydney Fresh Seafood and Fish & Lemonade, a retail and hospitality business currently operating 14 stores across NSW.

Jessica is an experienced media, communications and public affairs professional with more than 14 years' experience working alongside high-profile agribusiness and FMCG clients. She thrives in high-pressure strategic media and government engagement.

Rosie has extensive experience in events, marketing and communications. She has worked with many large brands. She is happiest developing and implementing marketing strategies and world-class events for Australian producers and primary industries.

SPONSORS

SIA has established a strong stable of corporate sponsors who are committed to providing our members with products, services and support to improve business operations and efficiencies. In particular, our new Major sponsor – National Australia Bank – is an exciting partnership for the Australian seafood industry. The partnership will take a principles-based approach by aligning NAB's strategic intentions to SIA's strategic priority areas of Social Licence, leveraging NAB's extensive communication and marketing channels to share good news and best practise stories across the seafood industry. NAB can also provide industry-based expertise on issues of importance to the industry e.g. trade and global market specialists presenting on content of value to SIA members.



SIA Major Sponsor

Paper, packaging and recycling



Foreign exchange solutions



Export management solution



Insurance brokerage

FINANCIAL STATEMENT

For the Period Ended 30 June 2021



“OUR PLEDGE”

We are the Australian seafood industry and we are committed to putting the best Australian seafood on your table now and for generations to come.

To ensure we do this in ways we are all proud of, we promise to:

ACTIVELY care for Australia's oceans and environment and work with others to do the same

VALUE our people, look after them and keep them safe

RESPECT the seafood we harvest and the wildlife we interact with

BE TRANSPARENT and accountable for our actions

ENGAGE with the community and listen to their concerns, and

CONTINUALLY IMPROVE
our practices

THIS IS OUR PLEDGE TO YOU.



Seafood Industry
Australia
The Voice of Australian Seafood

seafoodindustryaustralia.com.au

