



STRATEGIC PLAN

2024 - 2027



Seafood Industry
Australia

The Voice of Australian Seafood





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ABOUT SEAFOOD INDUSTRY AUSTRALIA

Seafood Industry Australia (SIA) is the national peak-body representing the Australian seafood industry as a whole. With members from the wildcatch, aquaculture and post-harvest sectors of the Australian seafood industry, we are the voice of Australian seafood.

SIA was incorporated on May 12, 2017, following a two-year consultation process. SIA represents a dynamic, representative structure for the industry.

The consultation process demonstrated the need for, and value in, forming an influential national body to represent the industry from water to plate on national and international issues. SIA's membership includes the seafood supply chain in its entirety. SIA delivers national representation for the industry and its members.

SIA provides consumers, government and other stakeholders with confident and united representation. Our unity indicates that we love what we do, we stand by our products and that those products are the best in the world.

SIA provides services identifies through a process involving member input and based on industry demands to fill a critical gap that exists, to have more influence on government decisions, to act as a national industry voice, to be a marketing and communications hub, and to remove obstacles to growth standing in the way of the Australian seafood industry.

To learn more about the development of SIA visit www.seafoodindustryaustralia.com.au/about-us

OUR PURPOSE

“SIA is the voice of the Australian Seafood Industry and represents the entire seafood supply chain - from water to plate,”

Seafood Industry Australia CEO Veronica Papacosta

OUR VISION

For the Australian seafood industry to be united, effective and respected.

OUR MISSION

To promote, protect and develop the Australian seafood industry.

OUR VALUES

Being inclusive, accountable, adaptive and supportive

OUR FUNDING

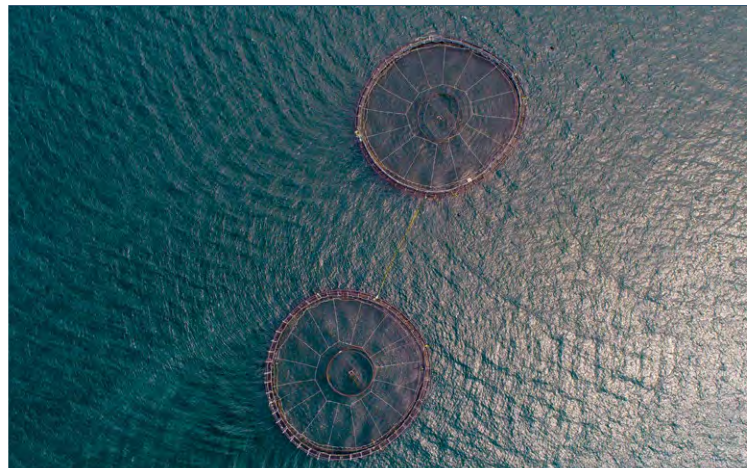
As a member-based association, SIA draws funding through membership, partnerships, events, grants and donations.

OUR MEMBERS

SIA represents the entire Australian seafood industry from water to plate with members from the wildcatch, aquaculture and post-harvest sectors. SIA represents the members of and those with an interest in the future of Australia's commercial seafood industry.

To find out more about becoming a member of SIA visit

seafoodindustryaustralia.com.au/join-sia



OUR OBJECTIVES

Be the **national peak body** for the Australian Seafood Industry

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

Increase the value of the Australian Seafood Industry

Promote the Australian Seafood Industry

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

Acknowledgement of the Australia Seafood Industry as **unified, effective and respected** by industry, members and external bodies

Foster **understanding and unity** within the diverse Australian Seafood Industry

Inform and influence governments and regulators

Work constructively with all levels of government to ensure the interests of the Australian Seafood Industry and our members are represented with respect to the design and implementation of public policy

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

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

Provide an advisory forum for all members to engage with the SIA in its capacity as the peak body for the Australian Seafood Industry

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

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

SEAFOOD INDUSTRY AUSTRALIA

STRATEGIC PLAN 2024-2027

GROWTH THROUGH VALUE CREATION

STRATEGIC OBJECTIVES
To drive industry development and create opportunities for constant improvement and innovation

STRATEGIC ACTIVITIES

- Track economic and social valuation of Australian seafood industry to understand challenges and opportunities.
- Monitor and evaluate the operating landscape according to our SIA member key priorities to develop opportunities through projects, events and grants.

ENGAGEMENT

STRATEGIC OBJECTIVES

To have an activated member cohort that efficiently uses resources, receives benefit and collaborates effectively

STRATEGIC ACTIVITIES

- Constantly improve and refine stakeholder engagement framework to make best use of industry resource, skills and capacity to maximise outcomes and minimise resource wastage.
- Facilitate regular stakeholder engagement opportunities to synchronise activities and effort.
- Empower industry through the development of capacity and capability by knowledge sharing and training in areas including messaging and communications, labour attraction and retention, ESG goals and emerging industry issues.
- Embed “Our Pledge” into all activities, actions and meetings to support the industry commitment.

LEADERSHIP AND ADVOCACY

STRATEGIC OBJECTIVES
To inform and influence stakeholders on issues affecting the Australian seafood industry

STRATEGIC ACTIVITIES

- Proactively promote the Australia seafood industry and its achievements. Enhance trust and the strong relationships SIA has developed with government policy makers, regulators and other key influencers.
- Media Watch - Call out and correct misinformation in the media to avoid detriment to the stakeholder perception.
- Understand and anticipate the implications to the Australian Government’s commitments to international conventions impacting the Australian Seafood Industry.
- Create, grow and maintain relationships to facilitate knowledge sharing with relevant industries and organisations (including market specific business.

GOVERNANCE

STRATEGIC OBJECTIVES
To create a long-term sustainable organisation that is well-resourced, financially viable, transparent and accountable

STRATEGIC ACTIVITIES

- SIA to be financially viable to ensure long-term sustainability.
- Develop and maintain an effective and appropriately resourced organisation.
- Maintain a diverse and effective skills based board that guides and supports SIA’s strategy and growth.

MEASURES OF SUCCESS

SIA Member Acquisition and Renewal, SIA Member Participation in projects, Achievement of advocacy asks

SEAFOOD INDUSTRY AUSTRALIA

MEMBER KEY PRIORITY SNAPSHOT

JULY 2023

	KEY PRIORITY AREA	OUTCOMES	ACTIVITIES - INCLUDING BUT NOT LIMITED TO:
	1. Community Value	To improve awareness of the Australian seafood industry's value to the community.	<ul style="list-style-type: none">• Media Watch - ensuring media reporting is accurate• Our Pledge - a commitment from industry, to the public to act responsibly• Great Australian Seafood - whole-of-industry domestic and international brand• Project: Aquaculture Mapping – to capture community sentiment on Aquaculture
	2. Resource Security of Access	To improve the long-term security of the industry and provide assurance.	<ul style="list-style-type: none">• Project: FUTURES OF SEAFOOD STUDY• National Fisheries Plan Oversight Committee (via AFMF)• Marine Spatial Squeeze National and State Coordination Committee
	3. Nature & Climate Change Resilience	To improve the marine environment in which we work and prepare for changes.	<ul style="list-style-type: none">• Project: Climate Resilient Wild Catch Fisheries (decarbonisation)• Project: Climate Resilient Aquaculture (decarbonisation) – Awaiting Approval• National Habitat Partnership – Commercial/Rec/Indigenous
	4. Biosecurity	To support the improvements in Australia's biosecurity system for the long-term benefit of the Australian seafood industry.	<ul style="list-style-type: none">• SIA membership to Biosecurity National Strategy Committee• Consultation: SIA to investigate development of new Biosecurity Funding levy
	5. Safety & Wellbeing	To improve the safety and wellness of members of the Australian seafood industry.	<ul style="list-style-type: none">• Project: Stay Afloat program National Roll Out• Project: SeaSafe National Roll Out• Response to WhiteSpot Prawn Issue and QX Oyster Crisis• Policy Officer and improving AMSA policy and AMSA National Safety Committee member• Establishment of Safety & Wellbeing committee (merging in SISI)
	6. Workforce Development	To support the participation, increase the training, retention and awareness of career opportunities within the Australian Seafood industry.	<ul style="list-style-type: none">• Development of AgUp Platform• Leading the AFMF jurisdictions on Workforce Participation priority of the the National Fisheries Plan
	7. Transparency & Traceability	To improve the ability of the industry to prove and protect its activities, produce and provenance	<ul style="list-style-type: none">• Project: Implementation of CoOL (working with AM Tim Ayres office)• Project: Traceability RegTech Project (Stage 2 of OpenSC project)
	8. Market Access & Trade	To remove barriers to trade and improve access to markets – domestic and international.	<ul style="list-style-type: none">• Chair of Seafood Export Consultative Committee – increased efforts in market access arena• Project: Harmonised Australian Retailer Produce Scheme (for Seafood) HARPS• Project: ATMAC yr1,2 & 3 - Australian Seafood Export Strategy, ExportingSeafood.com.au, Great Australian Seafood Exporter Directory, Non-live lobster research, Export Committee• Project: Australian Food and Wine Collaboration with MLA, Dairy, Horticulture and Wine sectors



To drive industry
development and
create opportunities for
constant improvement
and innovation

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.



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www.seafoodindustryaustralia.com.au | info@seafoodindustryaustralia.com.au

