



*Australian Premium Seafood*

# Agenda

- What is Seafood Experience Australia (SEA)?
- Purpose of SEA
- How will this be achieved?
- Why does Industry need SEA?
- Australian consumers thoughts on seafood.
- Domestic campaign
- International campaign & how will it be achieved
- Why do we need SEA to do it?
- Seafood Promotion Levies
- Organisational Structure
- Costs & Funding
- Membership in Detail
- Becoming a Member



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# What is SEA?

- **Industry-owned** corporation to **promote** Australian seafood to consumers both in **Australia and overseas**;
- **Result of work by:**
  - National Aquaculture Council;
  - Australian Seafood Industry Council; and
  - Seafood Enterprise Alliance.



# Purpose of SEA



- Increase **profitability**;
- Increase **demand**;
- Position as a **premium product**;
- **Promote to domestic** markets
- **Promote to international** markets; and
- Create **sustainability**.



# How will this be achieved?

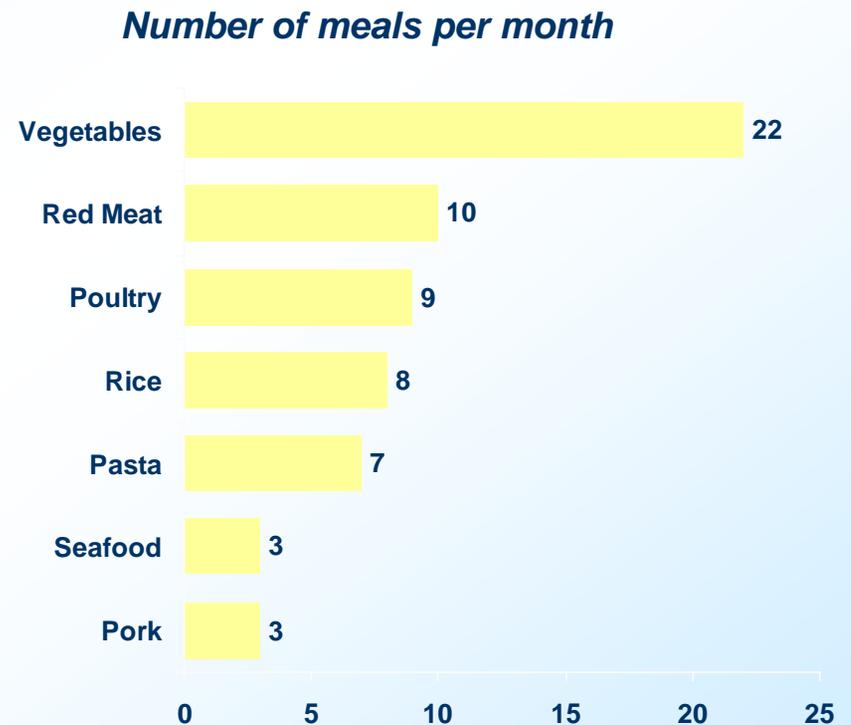


- A whole of market **generic campaign**;
- A partial approach, such as industry **participation** in regional or international **event**;
- **Individual projects** for products, sectors or regions.

# In Australia - why does Industry need SEA?



- Seafood industry is facing **serious profitability issues**;
- Seafood is **not achieving an equitable share** of Australia's overall **protein consumption**;



# Australian seafood consumers thoughts on seafood.....



- **Lack of knowledge** about seafood, especially how to prepare at home;
- Seafood is **expensive** relative to what it offers;
- A low level of consciousness when deciding whether or not to purchase.



# What do we do about the domestic market?

*Empower & enthuse consumers*

- Broad **positioning** campaign;
- **Educate** consumers about seafood;



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# A Domestic Promotions Campaign



AUSTRALIAN SEAFOOD EMPOWERMENT												
	SIZE / FORMAT	REACH & FREQUENCY	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	TOTAL
<b>PAY TV INTEGRATION</b>												
<b>PAY TV</b> Lifestyle Channel dedicated Australian Seafood Program Lifestyle Food advertising platform Pay TV advertising / interstitial platform multi channel	30 minute program 30 content interstitials 30 sec TVC / interstitials	<b>PEOPLE 25-54</b> 1+ 28% 2,462,320 Ave Frequency = 8	[Timeline grid with blue bars]									
<b>CELEBRITY COOKING DEMONSTRATIONS (PR)</b> Lifestyle Channel Partnership	Pay TV integration		[Timeline grid with blue bars]									\$1,325,000
<b>FPC MAGAZINE INTEGRATION</b>												
<b>MAGAZINES</b> Delicious (FPC Partnership) Superfood Ideas (FPC Partnership) Vogue Entertaining (FPC Partnership) Australian Good Taste (FPC Partnership)	Monthly Magazine Monthly Magazine Bi-Monthly Magazine Monthly Magazine	<b>PEOPLE 25-54</b> 1+ 25% 2,198,500 Ave Frequency = 3	[Timeline grid with green bars]									
<b>CELEBRITY COOKING DEMONSTRATIONS (PR)</b> FPC Magazine Partnership	Magazine integration		[Timeline grid with green bars]									
<b>VIP DINNERS (PR)</b> VIP Seafood Dinners (Sydney Restaurants) VIP Seafood Dinners (Melbourne Restaurants) VIP Seafood Dinners (Brisbane Restaurants) VIP Seafood Dinners (Adelaide Restaurants) VIP Seafood Dinners (Perth Restaurants)	Magazine integration Magazine integration Magazine integration Magazine integration Magazine integration		[Timeline grid with green bars]									
<b>NATIONAL COOKING SCHOOLS (WOM)</b> FPC Magazine Partnership (Promotional element)	Magazine integration	50 people per class	[Timeline grid with green bars]									\$1,155,000
<b>DIRECT COMMUNICATIONS</b>												
<b>AUSTRALIAN SEAFOOD WEBSITE</b> Content delivering website	Dedicated site		[Timeline grid]									\$100,000
<b>REGIONAL EVENTS</b> Regional road events	Australian Seafood initiative		[Timeline grid]									\$120,000
<b>INSTORE (POS)</b> National Retail	Promotion Driven		[Timeline grid]									\$150,000
<b>COOKBOOK (POS)</b> Custom Published dedicated to Australian Seafood	Published for National Distribution	100,000 distribution at POS	[Timeline grid]									\$180,000
<b>GROSS QUARTERLY MEDIA TOTALS</b>											<b>GROSS MEDIA TOTAL</b>	<b>\$3,030,000</b>

# What do we do for international markets?



- Identify **priority markets**;
- **Position** Australian seafood as premium;
- Establish **5-year program**.



# How will this be achieved?

## *International Markets*

- Who is interested?;
- Which markets?; and
- Their goals?



# This ain't rocket science – why do we need SEA to do it?



- **Individually**, products, sectors and regions **cannot fundamentally change consumer attitudes.**
- Large resources required.
- Consumer confidence at industry level.



*Why promote an industry vs. individual products, sectors or regions?*

# Seafood Promotion Levies



SEA's industry-wide focus and independence creates opportunity for SEA to be the vehicle to manage levy schemes

- Independent of industry associations
- Promotion focused – free of the other trappings
- **Synergies** with other schemes and projects
- Ability to create multipliers and deliver efficiencies unavailable for single species and/or regional based promotion – **achieve the critical mass**

We are talking with Government on being appointed as the levy agency for those industry groups wanting to participate

# Why do we need SEA to do it?



- **More than one product is needed;**
- **Variety = increased consumption;**
- **Increased confidence as a result of perceived on-going availability.**



# Why do we need SEA to do it?



- This generic approach **does not replace company, sector or regional promotion** but rather supports it.
  - Establishes **favourable perceptions**; and
  - Ensures detailed promotion is **more effective**.
- Final shape & content of all projects will be decided by the Board and participants, **ensuring**:
  - Projects **affordable**; and
  - **Reflect members wants**.

# Organisational Structure



## ➤ Independent Corporation

Ron Edwards ( <b>Chair</b> )	Seafood Enterprise Alliance
Angus Callander	Vinci Seafood Exporters
Ambrose Coad	Huon Valley Seafoods
Bob Cox (Secretary)	Southern Cross Marine Culture; Seafood CRC
Debra Ferguson	Ferguson Australia; Seafood Services Australia
Mark Hancock	Seafarm
John Jenkin	Antipodean Projects
Mike Mansell	MG Kailis Group
Roy Palmer	Tigrey Pty Ltd
Grahame Turk & Louise Nock	Sydney Fish Market

## Organisational Structure (Cont.)



- Project Officer – Market Awareness & Education Project
- CEO will be **skilled** in:
  - Marketing;
  - Brand Management; &
  - Product positioning.
- Small team of **support staff**.
- Sub-contract additional requirements where necessary.



# Organisational Structure (Cont.)



- Organisation would encompass the **core** function & **projects**.

## **CORE**

*Basic staff to undertake core planning, initiate projects and project management.*

## **PROJECTS**

*Promotional strategies would be undertaken as projects.*

# Costs & Funding



- Core funding will come from Membership fees.
- Membership fees will cover:
  - Office;
  - Staff; and
  - Sub-contracting.
- Without this core function, nothing else could or will happen.
- **Project participation will be limited to members.**

## Costs & Funding (Cont.)



- **Government is keen for seafood to catch up with other sectors and promote itself;**
- **Prepared to help financially;**
- **BUT Government must see industry commitment!**



# Membership in Detail



- Will provide funding for the **core functions**;
- Vital to be **representative of industry**;
- Membership **must be equitable**;
- **4 levels of Membership.**

## Membership in Detail (Cont.)



Turnover of \$5m or less	\$3,000
Turnover greater than \$5m up to \$10m	\$10,000
Turnover greater than \$10m up to \$20m	\$15,000
Turnover greater than \$20m	\$25,000

## Membership in Detail (Cont.)



- Members are individual companies, **not major sector associations.**
- Small associations assessed on the **total turnover of the separate members.** (Board approval required).
- Membership only open to those that derive the **majority of their income** from activities in the Australian seafood industry.

# Sponsorship

<b>Bronze</b>	\$5,000
<b>Silver</b>	\$10,000
<b>Gold</b>	\$25,000

- **Sponsorship benefits include:**
  - **Free** attendance at SEA functions;
  - **Logo placement** on marketing collateral;
  - Website links; **and more.**



Department of  
**Fisheries**



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# How to Become a Member



- SEA is long overdue.
- Needs strong industry support to succeed.
- It really is up to you!
- Visit [www.seafoodpromotion.com](http://www.seafoodpromotion.com)  
or pick up a application form today!
- Q&A?

