



Seafood Services
AUSTRALIA

Quarterly Performance Report (October - December 2007)

**A report to SSA, FRDC and Australian
Seafood Industry**



Australian Government
Fisheries Research and
Development Corporation

SSA: the industry development service arm of the FRDC and the Australian seafood industry

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Highlights this reporting period

New SSA Board

The SSA Board Induction and Meeting 26 were held in Adelaide on 26-27 November with new Board members: Geoff Gorrie (Chair), Tony Battaglione, Stephen Buckless, Debra Ferguson and Peter Walker. SSA existing Directors, Rodney Treløggen and Ted Loveday, welcomed the new Directors and the expertise they will bring to the Board.

The new SSA Board quickly identified key issue for SSA to pursue:

- Trade market access – establish an SSA Board sub-committee on trade access which would work closely with Seafood CRC and the wider industry.
- Reduction of compliance costs (red tape) – SSA to coordinate seafood industry input to the productivity commission inquiry into red tape in fisheries.

These identified issues were announced to the following SSA Network meeting and were soundly endorsed. It was pleasing that many SSA Directors were able to stay and see the vital SSA Network first hand.

Previous directors departing the SSA board, with our sincere gratitude for their vision and energy that has underpinned the company's success, are Simon Bennison, Roy Palmer, Bob Pennington and Richard Stevens.

New SSA Structure

With the revised SSA Constitution formally endorsed on 22 October 2007, two new members were admitted to SSA from 1 November 2007: National Aquaculture Council and Seafood Experience Australia. SSA is seeking to further expand industry membership over the coming years.

The Fisheries Research and Development Corporation resigned as an SSA member effective 30 October 2007. FRDC will continue to work closely with SSA to deliver post-harvest outcomes for the seafood industry.

SSA staff movements

SSA's Business Development Manager, Jayne Gallagher, has been contracted part-time to the Seafood CRC and Colin Bishop has been engaged to support SSA with its Business Development activities. At an IAFI meeting held in October in conjunction with the World Seafood Congress, Jayne Gallagher was re-elected as President of IAFA : the international association of seafood professionals.

Tet Recio, SSA Finance Officer, has moved on at the end of December for a career move after 3 years with SSA. Our new Finance Officer, Sheryl Humphrey, will start early in the New Year.

Key Activities Next Quarter

- SSA Chair and senior executive to meet with Minister for Agriculture Fisheries and Forestry, advisors and relevant departmental senior officers to brief on SSA's priorities and programs and emphasise its desire to work collaboratively with government, FRDC, Seafood CRC, NAC and SEA in establishing programs that will deliver mutually beneficial outcomes for the seafood industry. Priority areas of discussion will include:
 1. Trade and Market Access for Australia's premium seafood;
 2. Achieving global recognition for Australia's "clean and green" seafood credentials;
 3. Reducing the financial burden on industry of compliance with regulation
- SSA will be working collaboratively with the Seafood CRC, NAC and SEA in developing strategies to progress a range of seafood industry trade and market access issues, including the establishment of an industry driven trade and market access forum to coordinate and progress initiatives in this area.
- Discussions with Australian and State Government fisheries agencies to:
 1. Develop options for regulatory acknowledgement of EMS as part of fishery management regimes – linked to the Co-management initiative under AFMF and FRDC; and
 2. Achieve regulatory recognition of the Australian Fish Names Standard
- SSA monitoring and responding to seafood industry input to Codex issues
- CRC Theme Business Plans – SSA and Seafood CRC identifying opportunities for collaboration in delivery of our respective programs.
- Finalising arrangements for visit to Australia in early February by Professor Michael Crawford, Director of the Institute of Brain Chemistry and Human Nutrition, London Metropolitan University as part of SSA's Seafood for Life (Health Benefits) Program. The objective of the visit being to gain enhanced media profile for the mental health benefits of eating seafood.
- A significantly revised version of the Seafood Incident Response Plan (previously Seafood Emergency Plan) will be finalised and distributed to industry and relevant government agencies in January 2008.
- Further negotiations with "Australia Made" to finalise the "Seafood Australia" environmental branding and labelling scheme.
- Australasian Aquaculture conference sponsorship and participation to be determined.

Program 1: Security of supply

CHALLENGE: Australian seafood producers, processors and distributors to have access to sufficient supplies of sustainable, competitively priced seafood and seafood products for their businesses to be competitive in the global and domestic markets.

1.1 Environmental Management Systems

Outcome: Seafood EMS is regarded by all working in and supporting the seafood industry as a critical element in the sustainable development of the industry (Source: National Seafood Industry Summit).

5 year KPIs

- SSA's national leadership role on EMS in the seafood industry continues to be recognised and supported by the majority of industry, governments and other key stakeholders: SSA will achieve this by:
 - Providing Seafood EMS mentoring
 - Providing Seafood EMS tools & resources
 - Holding an annual national Seafood EMS summit.
- SSA plays a role in encouraging at least 15 additional industry sectors or groups to adopt Seafood EMS
- Fisheries regulators recognise EMS as an integral part of the pathway to co-management in at least 2 fisheries.

Subject to additional funds:

- Develop Seafood EMS incentives programs
- Develop NRM module for Seafood EMS model
- Respond to industry demand for animal welfare guidelines

KPI related actions and status

The final report for SSA's Irish EMS project has been drafted. A Seafood EMS workbook suited to the Irish industry (in final draft form) will also be a useful tool in Australia. SSA Managing Director met with Irish project participants in September to review the Seafood EMS Manual and evaluate the project.

SSA continues to promote the availability of its Seafood EMS resources at every opportunity. For example, all groups developing EMS under the QSIA EMS project are utilising SSA's Seafood EMS resources.

The 2008 Seafood EMS Summit will be held in conjunction with a 2008 SSA Network meeting.

SSA's Seafood EMS Pathways project (3 year NHT funded) ended in June. SSA's project proposal to the DAFF's EMS Pathways 3 program was not successful. Two seafood EMS applications were successful under this program and SSA is assisting with these projects as required. SSA continues to investigate funding options to facilitate the continued roll out of Seafood EMS.

SSA Managing Director is participating in FRDC's Co-management of Fisheries Working Group which will report on its work to Seafood Directions. This process will provide the framework for moving towards co-management of fisheries, including the role of EMS in this process.

SSA Managing Director participated in the Commercial Wild Catch Animal Welfare Workshop in Melbourne on 10-11 July 2007.

1.2 Cost efficient production systems

Outcome: Australian fishing and aquaculture businesses are adopting best practices for production efficiency.

5 year KPIs

- Production efficiency benchmark studies conducted in two sectors and best practice documented.

- "Best practice" model and template developed for other sectors to adapt and utilise.

- At least two sectors have identified efficiency gain targets and are implementing strategies to achieve efficiency gains.

KPI related actions and status

SSA, in collaboration with industry, is developing production efficiency/benchmarking project proposals for:

- wild caught prawns (in collaboration with the Australian Council of Prawn Fisheries (ACPF), Seafood CRC and Sterling Gear Trawl Services, and
- farm prawns (in collaboration with the Australian Prawn farmers Association).

SSA is also investigating funding opportunities with the Australian and State governments relevant to this area.

SSA worked intensively with APFA to establish the Passion for Prawn program to help accelerate business and industry growth. Seafood CRC have approved the project funding application which incorporates an SSA funded Project Officer for 2 days a week.

Relies on outputs of preceding KPI.

Relies on outputs of preceding KPIs. In the meantime, SSA is discussing these issues with industry at every opportunity, including SSA Network and other forums.

1.3 Cost efficient processing and value adding

Outcome: Australia's post harvest seafood sector is adopting best practices for cost efficient processing and value adding.

5 year KPIs

- Australia's seafood processing and value adding capacity is mapped and this information is available to industry.

- Australia's future seafood processing and value adding cost-efficiency needs identified and matched with capacity in Australia and overseas.

KPI related actions and status

Industry census project submitted to FRDC, and referred to Seafood CRC. Revised project to be considered after Seafood CRC business themes are developed.

SSA assisted the CRC to develop a Theme Business Plan for CRC Sub-Program 1b.

Subject to additional funds:

- Conduct demonstration projects to extend cost-efficient processing and value adding opportunities to the post harvest sector.

1.4 Market based supply chains

Outcome: Improved seafood supply chain knowledge, efficiency and communication.

5 year KPIs

- Australian Seafood on the Global Menu revised and version 2 published.
- Market based supply chain projects (incorporating efficiency audits) undertaken in two sectors and industry implementing project outcomes.
- "How to Guide" to assist industry in mapping and achieving supply chain efficiencies published.

KPI related actions and status

SSA has commenced an internal review of current version of Australian Seafood on the Global menu.

To be actioned. These KPIs may be addressed under cost efficiency projects under 1.2 and 1.3.

Relies on outputs from above KPIs. SSA also investigating funding options for developing supply chain guides.

Program 2: Security of markets

CHALLENGE: Seafood businesses to take advantage of increased opportunities for seafood and to achieve maximum potential returns for Australia's diverse range of quality seafood species and products.

2.1 Seafood for Life (seafood health benefits)

Outcome: Seafood businesses understand and use knowledge of seafood health benefits to increase demand and improve prices.

5 year KPIs

- SSA's global seafood health network maintained and being utilised.
- Seafood & health knowledge and tools used by 5 sectors to strengthen their market position.

KPI related actions and status

Ms Jayne Gallagher, who is IAFI president, ensured that seafood health benefits was a major theme at the IAFI World Seafood Congress. Information and contacts made at the congress are being utilised in SSA's current seafood health benefits media and promotions.

SSA participated in the Seafood CRC Health Benefit Workshop in Sydney on 12 December 2007.

SSA has negotiated an agreement to bring Prof Michael Crawford, Director of the Institute of Brain Chemistry & Human Nutrition at London Metropolitan University, to Australia. In February 2008. A 10 day program of activities and media opportunities to highlight the mental health benefits of seafood will be finalised in January 2008.

Anecdotal evidence suggests that seafood businesses are increasingly utilising seafood health benefits information distributed by SSA in their business promotions.

During the quarter, SSA developed and 8 media releases promoting the health benefits of seafood to coincide with the lead-up to Christmas peak period for seafood consumption. The media releases gained a reasonable level of uptake in the print and radio media – particularly regional newspapers and radio stations.

- Seafood retailer accreditation scheme for seafood health knowledge and skills developed and adopted by 100 seafood retailers.

SSA has developed an early draft framework for a seafood health benefits based retailer accreditation scheme. This framework will be further developed over the next six months.

Subject to additional funds:

- Report produced on potential public health savings from increased seafood consumption that will estimate potential public health savings from increased seafood consumption; identify key seafood health knowledge gaps; include strategies to communicate seafood health benefits to the industry, governments and community.
- Seafood nutrition database developed and available on-line.
- Monitor Omega 3 Centre activities and programs.

2.2 Trade policies and technical market access

Outcome: Unnecessary barriers to seafood trade minimised.

5 year KPIs

- Issues relevant to Australian seafood trade addressed in relevant national and international trade forums.
- Priority industry trade access related issues identified, documented and disseminated to industry and relevant policy makers.
- Seafood residue database completed and maintained.
- SSA plays a role in assisting two industry sectors gain access to new markets (in conjunction with SEA and industry).

KPI related actions and status

SSA continues to monitor seafood related issues being considered by Codex, WTO and APEC. SPS notifications are provided directly to SSA via e-mail on a weekly basis and monitored for implications for the seafood industry.

The SSA Board has identified trade and market access issues as its highest priority and has agreed to the establishment of an appropriate industry driven forum to progress initiatives in this area. Discussions are currently in progress between SSA, Seafood CRC, SEA and NAC to ensure a collaborative approach in this important area of industry development. SSA has organised an initial meeting of key stakeholders in Canberra in January to progress this issue.

SECC meeting on 12-13 Nov 07 recommended that the AQIS Fish program website include online access to trade access requirements of countries that import Australian seafood. SSA Managing Director will have ongoing input into the database development through its membership of SECC.

Project under Principal Investigator David Padula (SARD) approved as a Seafood CRC project. SSA, SARDI and Seafood CRC are fine tuning the project.

SSA has become a member of Seafood Experience Alliance to ensure a collaborative approach to progressing initiatives in this area. Discussions will be held with SEA in early 2008 to identify priority sector/market combinations and potential project funding sources.

2.3 Managing seafood emergencies

Outcome: Seafood emergencies are promptly and effectively managed to have minimal negative impact on seafood trade and consumers.

5 year KPIs

- National seafood emergency plan maintained and ready for use when seafood emergencies arise.
- Annual seafood emergency planning workshop completed in conjunction with SSA Network.
- Seafood emergency planning online database maintained

KPI related actions and status

The Seafood Emergency Plan was reviewed and subject to considerably redrafting to bring the document up-to-date and make it more user friendly at the industry level.

The redrafted Seafood Emergency Plan was tested by industry through a scenario based workshop as part of the 28-29 November SSA Network meeting in Adelaide. As a consequence of the workshop further revisions are being made to the Plan to meet industry requirements, including a more appropriate title - the "Seafood Industry Response Plan". It is intended the revised Plan will be finalised and distributed to industry and relevant government agencies in January 2008. The Plan will be tested again in late 2008.

The online database is being established as part of the review and revision identified above and will be finalised in January 2008.

Subject to additional funds:

- Facilitate state based seafood emergency planning workshops in response to demand.

2.4 Market intelligence and consumer information

Outcome: Industry has access to information necessary to identify and capitalise on market opportunities.

5 year KPIs

- Technical market database created and available on-line (in collaboration with the Seafood CRC).
- Timely market information available to industry.

KPI related actions and status

Discussions underway between SSA and the Seafood CRC on options for progressing this initiative.

SSA has requested the Australian Food Safety Centre of Excellence to prepare the first of a series of fact sheets on cadmium in prawns. This will also develop a template for subsequent fact sheets. Provided via SSA Gold Subscription Service (see 4.4).

The Australian delegation under the China Agricultural Cooperation Agreement successfully completed the tour and report to DAFF. The report will be uploaded to the SSA website in the new year.

Ongoing funding for operation of the Australian Seafood Consumer Hotline for 2007/08 approved by DAFF. The Hotline provides seafood consumers with a national point of contact.

Subject to additional funds:

- Undertake 1 seafood consumption and/or trade related study each year.
- Conduct trade and marketing workshops to meet industry demand.
- Maintain Seafood Consumer Hotline
- Develop a consumer feedback function linked to the Seafood Consumer Hotline.

Program 3: Product Integrity and Standards

CHALLENGE: Seafood businesses to achieve and demonstrate compliance with standards required to secure resource access, strengthen consumer confidence and to access premium markets for Australian seafood.

3.1 Australian Standards

Outcome: Industry driven Australian Standards helping to secure consumer confidence in industry practices and practices and reduce regulatory red tape.

5 year KPIs

- SSA's accreditation as a Standards Australia, Standards Development Organisation, maintained and expanded.
- At least 3 industry driven Australian Standards for the seafood industry approved by Standards Australia.

KPI related actions and status

SSA's accreditation as a Standards Development Organisation has been renewed following a successful Standards Australia audit in July. Initial discussions re broadening SSA's accreditation have met with a positive response from Standards Australia.

The SSA Board has endorsed a draft "SSA: Developing Standards for the Seafood Industry" document which will be a key document supporting SSA's applications to broaden its scope as a Standards Development Organisation.

Australian Fish Names Standard was approved as an Australian Standard in July 2007 and officially launched by the Minister at Seafood Directions in November 2007 in Hobart.

Uptake of the Standard by industry and in government regulation will continue to be promoted throughout 2008.

Subject to additional funds:

- Develop Australian Standards in response to industry priorities

3.2 Australian Fish Names Standard

Outcome: Increased consumer confidence in seafood, more efficient seafood safety and fisheries management.

5 year KPIs

- Fish Names Standard approved by Standards Australia.
- Standard fish names being adopted by all seafood industry sectors and government agencies.
- Fish names process championed and supported by SSA through:
 - two meetings per year of the Fish Names Committee;
 - ongoing development of fish names website and resources; and,
 - promoting alignment of fish names used by regulators with the Australian Standard.

KPI related actions and status

KPI achieved.

The Australian Fish Names Standard (AFNS) was approved as an Australian Standard in July and officially launched by the Minister at Seafood Directions in November 2007 in Hobart.

Uptake of standard fish names is gaining momentum. AFMA, South Australia and Queensland regulators are/have amended their regulations to comply with the AFNS.

SSA is working to have its fish names accreditation system ready for launch during 2008.

Fish Names Committee 15 was held on 30 October in Hobart prior to Seafood Directions. The meeting considered papers commissioned by SSA on addressing gaps in standard fish names for Bech-De-Mer, Grouper/Rockcods and commercially important species of invertebrates.

The searchable standard fish names database is online at www.fishnames.com.au (SSA appreciates FRDC's generous support on this project).

SSA is assisting regulators re their alignment with the AFNS.

Subject to additional funds:

- Take opportunities to achieve greater international standardisation of fish names.

3.3 Australian Seafood Standard – Food Safety

Outcome: Reduced duplication of services and costs incurred by business compliance with food safety standards.

5 year KPIs

- Revised (version 10) of ASS -Food Safety published.
- SSA's integrated food safety scheme implemented and available to industry.
- 50 businesses certified under SSA's food safety certification scheme.
- Undertake equivalence audit of ASS against PPPS for seafood and other relevant standards.
- Refine, pilot and implement revised ASS certification scheme.

KPI related actions and status

SafeFood Queensland will undertake an equivalence audit of the ASS (Version 9) against their regulatory regime for implementing the PPS for Seafood.

Review ready to commence following equivalence audit against PPPS.

The Southern Rock Lobster's Council (SRLC) has recently achieved AQIS recognition that elements of its Clean Green food safety requirements are equivalent to AQIS requirements. SSA has worked closely with SRLC in development of its food safety standards and is now working to extend this type of arrangement to other sectors. These efforts will be ramped up following the review of the ASS – Food Safety.

SSA negotiating with regulators re their implementation of PPPS compliant statutory schemes as these will influence final SSA scheme.

Meetings held with SafeFood Qld who have provided a preliminary equivalence audit of the ASS against PPPS requirements.

To be actioned following completion of previous KPIs.

Subject to additional funds:

- Sector based schedules for ASS-Food Safety developed in response to industry demand.

3.4 Seafood Quality Standards

Outcome: Australian seafood industry has capacity to achieve and demonstrate consistent high quality products to markets in Australia and overseas.

5 year KPIs

- Quality standards developed for 3 seafood sectors.

KPI related actions and status

SSA is discussing the development of quality standards:

- QSIA re quality standards for the wild caught prawns;
- APFA re quality standards for farm prawns;
- SIAA re quality standards for imported seafood.

3.5 Seafood environmental standards

Outcome: Seafood businesses have access to information and decision tools that enable the selection of environmental standards directly relevant to their business goals.

5 year KPIs

- Australian Seafood Standard – Sustainability progressed to a formal Australian Standard (subject to assessment of suitability and need).

KPI related actions and status

SSA has developed a seafood sustainability branding scheme aimed at enabling fisheries that have been accredited under the EPBC Act as meeting Australian Government requirements for ecologically sustainable fisheries management to capitalise on these achievements in the market.

Meetings with Dept of Agriculture, Fisheries and Forestry (DAFF) and Dept of Environment and Water (DEW) to discuss this system have received positive responses.

The SSA hosted Sustainability Standards Workshop held in conjunction with the IAFI World Seafood Congress, which featured key international speakers and reaffirmed the direction being taken by SSA.

Discussions held with CEO of Australian Made Scheme Ltd exploring the possibility of a seafood scheme under the well know Australian Made kangaroo label.

Positive response from delegates at Seafood Directions 2007 re directions being taken by SSA.

SSA input into recent Federal Government announcement of a \$4million fisheries environmental certification fund.

Funding options are being investigated to develop a seafood sustainability equivalence framework linked to business goals and incentives.

Subject to additional funds:

- Seafood sustainability equivalence framework linked to business goals and incentives developed and available to seafood businesses.

3.6 OH&S Standards

Outcome: Industry driven standards underpinning industry's compliance with OH&S laws and obligations.

5 year KPIs

Subject to Additional funds:

- SSA node for OH&S established
- Draft Australian Standard for OH&S in the seafood industry developed.

KPI related actions and status

These KPIs are conditional on a separate WAFIC sponsored proposal receiving separate funding. Discussions have been held with WAFIC and Tanya Adams regarding the establishment of a SSA node for OH&S based with WAFIC, that would monitor legislative requirements across jurisdictions, provide mentoring and advisory services, develop sector based OH&S guidelines, broker projects, conduct OH&S workshops, and drive the development of an Australian Standard for OH&S in the seafood industry.

3.7 Certification and Branding (capitalising on industry credentials)

Outcome: Seafood industry has available an integrated certification and branding scheme that enables businesses to capitalise on their environmental credentials by demonstrating compliance with standards that meets the needs of industry and markets.

5 year KPIs

- SSA certification and branding schemes launched for:
 - standard fish names
 - seafood safety
 - sustainability
- 250 seafood businesses certified under SSA's seafood certification scheme.

KPI related actions and status

SSA Board endorsed the amended SSA Seafood Certification Scheme Rules and Mark incorporating the refreshed corporate logo. Scheme Rules in place to progress certification schemes.

Development of fish names scheme well progressed – launch date target is early 2008.

Subject to additional funds:

- Other business and sector based certification schemes and brands developed in response to industry demand.

Program 4: Knowledge Broker

CHALLENGE: Seafood industry and businesses to acquire the knowledge, information, skills and technical capacity required to achieve and maintain a competitive edge in today's global economy.

4.1 Networks, partnerships and alliances

Outcome: SSA stimulated partnerships and alliances are generating new and innovative industry development initiatives.

5 year KPIs

- 2 SSA Network meetings held each year with 50% increase in industry & stakeholder participation over the next five years.
- Collaborated in at least 10 Seafood CRC projects relevant to SSA core business.
- 6 new members of SSA Ltd over the next five years.

KPI related actions and status

KPI completed for 2007.

SSA Network meeting 19 was held in Cairns in August, in conjunction with the National Rocklobster Congress and featured presentations by European Seafood Exposition (ESE) bursary recipients (Daryn Logan and Scott Walter), Jim Fogarty on Endeavour Prawn Marketing Initiative, and Colin Bishop regarding the China delegation.

SSA Network meeting 20 was held on 28-29 November in Adelaide with over 40 participants. This meeting incorporated the seafood incident response planning workshop.

Passion for Prawns was successful in attracting CRC funding incorporating an SSA project officer for 2 days a week.

SSA AGM held October 2007 accepted two new SSA members: NAC and SEA, effective 1 November 2007.

FRDC resigned as a member of SSA effective 30 October 2007.

- SSA has formal links with key bodies relevant to SSA's core business. (New KPI – Sept 2007)

SSA has become a member of Seafood Experience Alliance.
SSA Board has agreed to retain membership of the revised Australian Food Safety Centre of Excellence (AFSCoE).
Jayne Gallagher re-elected president of IAFI for next two years.

4.2 SSA performance

Outcome: SSA members and stakeholders satisfied with SSA performance.

5 year KPIs

- External performance review in 2010/11 supports continued investments in SSA in accordance with future directions agreed by SSA Board and members.
- SSA quarterly performance reports endorsed by the board and accepted by the FRDC.
- SSA Business Plan and investment strategy reviewed annually and endorsed by the board.
- SSA governance and financial management receive an unqualified annual external audit.

KPI related actions and status

Performance to be determined in 2010/11 performance review. SSA quarterly performance reports will collectively provide an important input into the 2010/11 review.

September 2007 Quarterly Performance Report accepted by FRDC.
December 2007 Quarterly Performance Report approved by SSA Directors prior to submission to FRDC for acceptance.

A revised SSA business plan was prepared in conjunction with the development of the SSA Next Generation proposal. This new plan is currently being reviewed prior to publishing.

SSA Board 24 and FARM 13, held by teleconference on the evening of 14 August 2007, accepted the company's 2006/07 Financial Statements which subsequently received an unqualified report from the Australian National Audit Office (ANAO). The ANAO closing report and the financial statements will be uploaded to SSA's website in due course.

The Board's Finance and Risk Management Committee (FARM) and Remuneration Committee (RC) met on 28 August in Brisbane prior to SSA Board 25 held on the same date. SSA Board 25:

- agreed that the FARM would continue to review SSA's financial performance after each quarter.
- approved the Remuneration Committee's recommendations relating to remuneration policies, budgets and packages.
- accepted a revised SSA Membership Strategy which has been forwarded to the member for consideration.
- requested the member to provide nominations to fill the position of Chair and 4 non executive Directors at the Annual General Meeting scheduled for 22 October 2007.
- approved a revised SSA constitution to ensure the Company has an appropriate and flexible constitutional framework which enables it to meet the challenges and capitalise on the opportunities over the next five years.
- forwarded the proposed revised SSA Constitution to the company member for consideration at the Annual General Meeting scheduled for 22 October 2007.
- revised procedures for maintaining SSA Contract Register.

Board Induction and Board 26 meeting was held on 26-27 November in Adelaide where membership of FARM and RC were determined.

The new Board identified key issues for SSA to achieve:

- Trade market access

- Reduction of compliance costs (red tape)

4.3 Extension and adoption of R&D outputs

Outcome: Skilled, innovative and technologically advanced industry capitalising on its opportunities.

5 year KPIs

- In collaboration with FRDC and the Seafood CRC, facilitate a workshop each year with regulators and industry stakeholders to encourage extension and uptake of R&D outputs.
- In collaboration with FRDC, the Seafood CRC and industry ensure that commercialisation opportunities relating R&D outputs annually are identified and capitalised on.
- One "How to Guide" produced by SSA annually in response to industry's priority innovation topics.
- SSA has input into reviews of the National Seafood Industry Training Package (NSITP) to ensure it is meeting current and future industry skills development needs.
- Industry mentoring programs (based on the Seafood EMS mentoring program model) funded and implemented.

KPI related actions and status

To be actioned in 2008.

SSA is constantly looking out for commercialisation opportunities. Current commercialisation activities include the development of the SSA fish names branding process which will create a market driver for the adoption of outcomes arising from the significant FRDC and SSA investment in Standard Fish Names.

TBD.

SSA has agreed to seek to facilitate a training identification and priority setting process in conjunction with SSA Network meetings. The first of these will be held in conjunction with SSA Network meeting 21 in early 2008. Seafood Training Standing Committee meetings are planned to be held back to back with the SSA Network meeting to ensure Standing Committee members are fully aware of priorities arising from this process.

As a Globefish member, SSA may send staff for training (on project/s of mutual interest) to FAO/Globefish headquarters in Rome. Trainee's costs of living expenses will need to be met by SSA or another sponsor. Other training costs are met by FAO/Globefish.

Funding options being investigated.

Subject to additional funds:

- Training resources relevant to industry and SSA's core business developed in collaboration with RTOs and industry.
- Small business consortium established to assist SME's are provided with the opportunity to invest in the creating of new knowledge and innovation, and receive the benefits.

4.4 Information, communication, technical support

Outcome: Industry informed and aware of key issues and trends through easy access to timely information.

5 year KPIs

- SSA recognised by industry, the public and governments as a key source of up-to-date information on the Australian seafood industry.
- Provide free first phone contact on issues relevant to industry and SSA's core business.
- Publish SSA News in conjunction with each issue of FRDC's Fish Newsletter.
- Complete development of the FRDC/SSA sponsored "Facts Sheet" website.
- Upgrade Seafood Bookshop and increase sales by 50 percent over the next five years.
- Deliver 4 updated editions of the Australian Seafood Industry Directory each year.
- SSA Gold subscription package developed, launched and self funding.

KPI related actions and status

SSA is increasingly becoming the first point of contact for seafood consumers, regulators, media and industry on seafood related matters.

SSA's 1300 130 321 number maintained and advertised on SSA correspondence.

December 2007 edition of SSA News distributed with FRDC's Fish Newsletter in early 2008.

SSA is negotiating with AFSCoE to prepare Seafood Safety Fact Sheets on key issues, e.g., cadmium in seafood, etc. Framework for a SSA/FRDC sponsored seafood fact sheet website is established and SSA is awaiting advice from FRDC re related processes.

Annual sales figures and trends will be provided.

KPI completed for 2007. October edition available on Seafood Bookshop.

The SSA Gold subscriber program, featuring the Globefish information and special Seafood Bookshop discounts has been launched. Initial response has been promising but now slow.

Subject to additional funds:

- Update and expand SSA publication resources as required and funding permits.

4.5 Leveraging investments

Outcome: Public and private investments in seafood industry development expanded in scope and quantum.

5 year KPIs

- SSA meeting its investment leverage targets set out in its 5 year Business Plan.

KPI related actions and status

SSA is liaising with relevant stakeholders to develop funding applications for a number of projects including Australian Seafood Industry Value Adding Capacity, Passion for Prawns with Australian Prawn Farmers Ass (APFA); and Reduce Costs for Prawn Trawling with ACPF, CRC and Sterling Trawl Gear Services. SSA is developing a rigorous process for linking programs and opportunities with industry partners.

4.6 Trade shows and events

Outcome: High quality industry development input into key seafood events and conferences.

5 year KPIs

- SSA participating in:
 - at least 1 international seafood industry related trade show/event each year;
 - at least 1 international seafood industry related conference each year; and
 - all key Australasian seafood industry conferences and events each year.

- SSA actively promoting key Australasian and international seafood industry trade shows, conferences and events.

Subject to additional funds:

- Participate in additional national and international events as priorities and available funds determine.

KPI related actions and status

International:

SSA Managing Director and Business Development Manager participated in the World Seafood Congress from 24-26 September. An SSA exhibit stand featuring SSA Seafood EMS resources was well received.

National:

SSA shared an exhibition booth with the Australian Seafood CRC at the Australian Prawn and Barramundi Conference held in Brisbane from 24-26 July 07. The June edition of New[s] from SSA was included as a satchel insert for all delegates. A lot of SSA information was accessed and many delegates were interested to hear of the latest SSA activities.

SSA participated in the National Rocklobster conference held in Cairns in August.

SSA participated in Seafood Directions 2007 by: an SSA exhibition booth, sponsoring the Welcome Reception (incorporating official launch of Australian Fish Names Standard) and Business Award at the National Seafood Industry Awards.

Colin Bishop gave a comprehensive presentation to the SSA Network meeting on the SSA hosted Australian delegation's (Col Bishop, Grahame Turk, Michael Tokley and John Newby) trip to China under the Australia China Agricultural Cooperative Agreement. A comprehensive draft report on the trip is available from SSA.

Appendix: Quarterly financial statements