

WAFIC Board Communiqué No. 4 - 24 February 2015

The first Board meeting of 2015 saw a number of significant decisions made regarding WAFIC's activities in the coming year.

The Board's biggest decision was approving an internal project to dramatically upgrade the organisation's IT capability, stakeholder database, document management systems, workflow processes and website.

This project is designed to produce both immediate and long-term benefits to the organisation by broadening and deepening our ability to communicate with members, associate members and other fishing industry stakeholders.

I take this opportunity to commend WAFIC's staff for the extensive behind-the-scenes work and due diligence checks carried out in the past months to ensure we sourced the best people to deliver this exciting project.

I am confident that when this project is up and running, WAFIC will have a greatly increased capacity to deliver results in the four key areas identified in our strategic plan: resource access and industry sustainability, industry and stakeholder communications and engagement, building community support and building organisational capacity.

In line with the objective of building community support, WAFIC's Board also approved funding to support the 2015 Fremantle Seafood Festival – an annual event that developed out of the former Fremantle Sardine Festival.

WAFIC participated in the event in 2013 when the Festival attracted crowds of about 12,000. This year, the event's organisers have secured a long-term partnership with the Seven-West Media group to promote the Fremantle Seafood Festival and hope to attract crowds of at least 20,000.

WAFIC believes this is too good an opportunity to pass up and plans to leverage the media partnership to communicate key messages about the health, social and environmental benefits of the commercial fishing, pearling and aquaculture sectors and most importantly our sustainability.

Please contact WAFIC Communications and Programs Officer John Duffy (cpo@wafic.org.au or mobile: 0417 932 985) for more information.

Planning for the State Seafood Awards, which are held every two years, is well underway and you can expect to receive further information in the form of award nomination kits and sponsorship forms in the near future.



Many of you will receive this information via email and be asked to complete award nomination forms electronically rather than with a postal kit. This is to make it more convenient for entrants, cut down on the very high costs of postage and increase efficiency.

Please embrace this new process and contribute to the success of this year's State Seafood Awards.

The last awards ceremony was held at celebrity chef Peter Manifis's Incontro restaurant in South Perth in 2013 and widely acknowledged a great success. This year's event, which is shaping up to be held at Bathers Beach House in Fremantle on Thursday 16 July, promises to be better.

As we head towards the biggest fishing and seafood industry event of the year – Seafood Directions 2015 – WAFIC's Board has begun deliberations on which industry personalities it will put forward for induction into the National Seafood Hall of Fame.

The Hall's first intake, which occurred at Seafood Directions 2013 in Port Lincoln, recognised the contributions of 32 seafood industry leaders and innovators.

Seafood Industry Icons (Ambassadors) are named every two years as part of the Seafood Directions conference and are comprised of those who have made a substantial and positive contribution to the seafood industry over many years. WA's award is known as the Michael Kailis Leadership Award.

Finally, the Board has decided to reschedule this year's Annual General Meeting for a date in November.

We recognise this may cause some inconvenience to members but the logistics and human resources required to ensure the success of Seafood Directions 2015 in October will limit the necessary level of planning and preparation required to also hold the AGM in October.

The AGM is too important an event to skimp on its planning and the Board believes it warrants the appropriate amount of focus and attention. Members will be advised of the AGM date as it is finalised.

The Board's next meeting will be in Fremantle on 28 April. For clarification of any point contact WAFIC CEO John Harrison: ceo@wafic.org.au or 94327701.

Regards,



Arno Verboon
Chairman