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INDUSTRY
AWARDS 2019**



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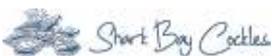
Down Crown Abalone



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WARD PACKAGING

OCTOPUS
WEST AUSTRALIAN

THE EVENT

THE WA SEAFOOD INDUSTRY AWARDS 2019

Time: 6pm until late

Date: Thursday, 25 July 2019

Venue: Esplanade Hotel
Cnr Marine Terrace and
Essex Street, Fremantle

Cost: \$85 per person (early bird)
or \$95 per person (after 31 May 2019).
Tickets can be purchased
online from Eventbrite:
waseafoodawards2019.eventbrite.com.au

Dress: Suit and tie (men),
cocktail wear (women)

AWARDS INFORMATION

The Western Australian Fishing Industry Council (WAFIC) is delighted to host the WA Seafood Industry Awards on Thursday 25 July 2019 at Fremantle's Esplanade Hotel. The State Seafood Awards, held every two years, are the premier seafood event in WA and attracts up to 350 attendees while being promoted to more than 4,600 industry participants.

The Awards highlight the achievements of the WA seafood industry including its value to the State economy and the professionalism and commitment of our fisher men and women in supplying some of the finest seafood in the world to local, national and international markets. The Awards also encourage industry participants and celebrate their many achievements.

The Awards are open to all sectors of WA's seafood and fishing industry including fishers,

processors, exporters, fish wholesalers, retailers, aquaculture producers, media, deckhands and also individuals and businesses involved in research, development, safety and training.

Winners of 13 of the award categories will receive automatic entry into the Australian Seafood Industry Awards which will be held in Melbourne in conjunction with the 2019 Seafood Directions Conference on 9-11 October. As a new category in 2019, the Deckhand Award, is a WA only accredited Award. This award has been established to recognise and reward the contributions and achievements of those at the coal-face of our industry.

Join us in celebrating what is one of WA's most innovative and diverse industries.

HOW TO ENTER

Celebrate and acknowledge our industry, by nominating your own company, yourself or an outstanding candidate for one of the 14 Award categories.

TO ENTER AWARD CATEGORIES

NB. Nominations for the Fish & Chips and People's Choice Fish & Chips Awards are not required to undertake this process.

1. Complete the attached entry nomination form.
2. Construct an application addressing the key criteria (300 word limit per criteria).
3. Submit the application no later than 5pm Friday 31 May 2019 (electronic submission preferred).

ENQUIRIES AND SUBMISSION OF APPLICATIONS TO:

Georgia Callander
Administration Officer
WA Fishing Industry Council

PO Box 1605, Fremantle WA 6959
t: 08 9432 7708
f: 08 9432 7700
e. admin@wafic.org.au

CLOSING DATE – 5pm FRIDAY 31 May 2019

GUIDELINES FOR ENTRY

- Nominations can be for your own company or for any outstanding candidate in the seafood and fishing industry.

- Nominees can only enter ONE category for the year and the nomination must be for activities conducted in WA.
- An entity that has won THREE times in the same category is ineligible to enter the category again.
- Carefully read the category definitions to determine which is most suitable to your organisation. Prepare a brief introduction and then address the judging criteria outlined in the category summary. Each criterion is of equal importance. Nominees should provide comprehensive information about the nominee and strong evidence of how, and to what degree, the nominee meets the criteria. Where possible the submission should include quantitative as well as qualitative evidence. Importantly, the submission should state where a criterion is not applicable to a nominee.
- 'Quality seafood' means seafood that is safe to eat and looks and tastes good.
- Where the award criterion refers to an 'activity' it may apply to either an ongoing role of the nominee, a one-off project, or an event undertaken or managed by the nominee.
- An official entry form must accompany each entry (with exception to Fish & Chip shop Award nominees).
- Submissions will not be returned so please do not supply original documents.
- Nominations and submissions must be received no later than close of business **(5pm) Friday 31 May 2019 (email preferred)**. Late entries will not be considered.
- The winner of the People's Choice Fish & Chips Award category will be determined by voting consumers with no formal application required.
- Entrants for the Fish and Chip Award will be required to complete an online application to nominate themselves to be judged by the official judges. It is important to note shop owners/managers have to nominate the store by filling out the application form or the shop will not enter into the judged award category. The application is based on the criteria used by our judging panel. Only the shop(s) rated with the highest scores will be judged.
- Subsequent to judging written applications, the judges will secretly dine at the top 3 entrants for the Restaurant Award category to assess and determine the winner.
- Judges will assess each entrant in the remaining categories and select a winner for the category based on written responses to judging criteria.
- Award winners will be announced at the WA Seafood Industry Awards 2019 event on Thursday 25 July 2019 at the Esplanade Hotel Fremantle.
- Winners from each Award category (except the Deckhand Award) will automatically enter the National Seafood Industry Awards to be held in conjunction with Seafood Directions 2019 in October 2019.
- Judging of the 13 Award categories will be managed by an Awards Judging Panel. The judging panel's decision is final. All information is strictly confidential.
- 2019 WA Seafood Award winners may be required to modify and expand their submission for the national competition.

JUDGING

- 13 Award categories will be assessed by a judging panel with 1 additional category selected by consumers.

A SEAFOOD SPECTACULAR

The 2019 event endeavours to be bigger and better than ever before, promising to deliver a “Seafood Spectacular” of food theatre displays and gastronomical delights using local seafood and delivered by highly regarded Western Australian seafood chefs including:

- Gurpreet Bagga (Sauma Northbridge)
- Naomi Bulner (Steve’s Fine Food)
- Don Hancey (WA Food Ambassador & WAFIC Seafood Ambassador)
- Gord Kahle (Cook & Mason)
- Stuart Laws (Showcase Events WA)
- Kenny McHardy (Manuka Woodfire Kitchen)
- Melissa Palinkas (Young George)
- Brendan Pang (2018 MasterChef Australia Contestant)
- Alejandro Saravia (Uma)
- Nic Wood (Santini Bar & Grill)

AWARD CATEGORIES AND CRITERIA

To showcase the WA seafood and fishing industry, we are seeking nominations and submissions from outstanding candidates in each of the following categories:

1. SEAFOOD RESTAURANT AWARD

Presented to a restaurant that has demonstrated excellence in consistently serving customers with quality seafood, and providing them with an overall positive seafood dining experience.

JUDGING CRITERIA

The restaurant:

- serves seafood meals that taste good
- consistently meets customer expectations for service
- serves seafood meals that include Australian seafood
- provides customers with accurate information about the seafood components of the meals
- complies with the Australian Standard for Fish Names and, preferably, provenance labelling
- provides an ambience that compliments the seafood meals in providing customers with an overall positive seafood dining experience
- contributes substantially towards a positive public profile for the seafood industry

NB: Subsequent to judging of written applications, the judges will secretly dine at the top 3 entrants for this category, to ensure the seafood meals and menu meets the specified requirements and determine the winner.

2. PEOPLE'S CHOICE FISH AND CHIPS AWARD

Chosen by consumers, this award will be presented to a take-away food outlet that has demonstrated excellence in consistently providing customers with quality seafood. As part of the Australian Fish and Chips Awards, fish and chips lovers across Australia will be able to nominate and vote for their favourite

outlet via social media. Votes for each outlet will be shown on a leader board at www.fishandchipsawards.com.au.

CONSUMER'S JUDGING CRITERIA

- Taste (40%): Does the seafood taste good? Cooking method will be key here – using the right approach for the right fish and doing it well to make your seafood sing.
- Service (30%): Does the service meet customer expectations? Everything from the welcome to the goodbye is important.
- Choice (10%): Does the menu offer customers options? Different types of fish or seafood; local or imported; cooking methods [grilled, fried, etc.]; and preparations battered, crumbed or natural.
- Information (10%): Are customers provided with accurate information about the source and qualities of the seafood? The menu must comply with the Australian Fish Names Standard [fishnames.com.au] and accurately label the seafood’s provenance to a national level, or better.
- Presentation (10%): Is the store clean and inviting? Is the food packaged to maintain quality?

NB. The winner of this category will be determined by voting consumers – no formal application is required.

3. FISH AND CHIPS AWARD

As part of the Australian Fish and Chips Awards, this award will be presented to a take away food outlet that has demonstrated excellence in consistently providing customers with quality seafood.

Nomination for Judging: this year we will trial an online application system for shops to nominate themselves to be judged by the official judges. It is important to note you have to nominate your store by filling

out the application form. Your shop will not automatically enter into the judged award category. The application is based on the criteria used by our judging panel. The application process aims to allow shops across all regions to be assessed. Only the shop(s) rated with the highest scores will be judged – nominate your shop at www.fishandchipsawards.com.au/nominate.

KEY JUDGING CRITERIA

- Cookery/taste
- Quality
- Service, knowledge and commitment
- Choice
- Information, labelling and displays
- Value/Experience

NB. The winner of this category will be determined by judges assessment – formal online application is required.

4. SEAFOOD INDUSTRY PRODUCER AWARD

Presented to a seafood primary producer that has demonstrated excellence in the sustainable production of quality seafood through innovation in fishing or aquaculture practices, and that has contributed substantially towards a positive public profile for the seafood industry.

JUDGING CRITERIA

The producer:

- continually demonstrates innovative ways of improving production practices
- produces products that consistently meet customer expectations
- continually improves the delivery and marketing of its products to its customers
- contributes substantially towards a positive public profile for the seafood industry

5. SEAFOOD BUSINESS (SMALL) AWARD

Presented to a seafood business employing less than the equivalent of ten full time staff involved in any segment of the supply chain that has demonstrated business growth, innovation, excellence in product, service and marketing, and that has contributed substantially towards a positive public profile for the seafood industry.

JUDGING CRITERIA

The business:

- has achieved sustained growth over many years
- continually improves the delivery and marketing of its products and services to its customers
- produces products and services that consistently meet customer expectations
- contributes substantially towards a positive public profile for the seafood industry

6. SEAFOOD BUSINESS (LARGE) AWARD

Presented to a seafood business employing the equivalent of ten or more full time staff involved in any segment of the supply chain that has demonstrated business growth, innovation, excellence in product, service and marketing, and that has contributed substantially towards a positive public profile for the seafood industry.

JUDGING CRITERIA:

The business:

- has achieved sustained growth over many years
- produces products and services that consistently meet customer expectations
- continually improves the delivery and marketing of its products and services to its customers
- contributes substantially towards a positive public profile for the seafood industry

7. SAFETY AWARD

Presented to an entity that has demonstrated excellence in developing and maintaining a culture of safety that has contributed substantially towards improving the safety record of the seafood industry.

JUDGING CRITERIA

The activity:

- addressed a high priority safety area or risk
- was end-user driven, and produced outcomes that contributed towards the safety record of the seafood industry
- if appropriate, complied with legislation and/or certified to a recognised safety standard and supported by a formal safety management system.

8. RESEARCH, DEVELOPMENT & EXTENSION AWARD

Presented to an entity that has demonstrated excellence in developing and undertaking a research, development and extension activity that has contributed substantially towards a sustainable and profitable seafood industry.

JUDGING CRITERIA

The activity:

- addressed a high priority for the seafood industry
- was end-user driven, and produced outcomes that contributed towards the sustainability and profitability of the seafood industry
- was challenging, involved technical risk, and required systematic investigation and a high level of innovation to achieve the planned outcome

9. ENVIRONMENT AWARD

Presented to an entity that has demonstrated excellence in developing and undertaking an environmental activity that has contributed substantially towards protecting or rehabilitating aquatic environments, or reducing adverse seafood industry impacts on the environment.

JUDGING CRITERIA

The activity:

- addressed a high priority for the seafood industry
- was end-user driven and produced outcomes that contributed towards protecting or rehabilitating aquatic environments, or reducing adverse seafood industry impacts on the environment
- was challenging, required a high level of innovation, and direct action and/or extension to achieve the planned outcome
- involved other users of the environment

10. PEOPLE DEVELOPMENT AWARD

Presented to an entity that has demonstrated excellence in developing and undertaking a people development activity that has contributed substantially towards a higher performing workforce for the seafood industry.

JUDGING CRITERIA

The activity:

- addressed a high priority for the seafood industry
- resulted in more people with higher qualifications or skills working in the seafood industry
- employed innovative ways to develop seafood industry people
- employed innovative ways to attract and/or retain seafood industry people
- was supported by planning, reviewing and continual improvement processes

(Where the activity involved formal vocational training, it complied with the National Seafood Industry Training Package)

11. SEAFOOD INDUSTRY PROMOTION AWARD

Presented to an entity that has demonstrated excellence in developing and undertaking a promotion activity that has contributed substantially towards improving the public profile of seafood and/or the seafood industry.

JUDGING CRITERIA

The activity:

- addressed a high priority for the seafood industry
- was end-user driven and produced outcomes that contributed towards improving the public profile of seafood and/or the seafood industry
- was challenging, required a high level of innovation and direct action to achieve the planned outcome

12. YOUNG ACHIEVERS AWARD

Presented to a person, under 35 years of age, who has demonstrated that he or she has made a positive difference to the seafood industry, and has the potential to continue to develop as an effective and respected seafood industry leader.

JUDGING CRITERIA

The person:

- has made a positive difference to the seafood industry
- is committed to effect positive change through leadership and innovation
- is respected by industry colleagues

13. MICHAEL KAILIS LEADERSHIP AWARD

(NB: An individual can only receive this award once at the WA Seafood Industry Awards)

Presented to a person who has demonstrated that he or she has made a substantial positive difference to the seafood industry over at least 20 years, and who has been a highly effective and respected seafood industry leader.

JUDGING CRITERIA

The person

- has made a substantial and sustained positive difference to the seafood industry
- has effected positive change through leadership and innovation
- is highly respected by industry colleagues

14. DECKHAND AWARD

(NB: This is a WA accredited award only)

Presented to those who have demonstrated ongoing passion, commitment and a willingness to take on challenges that make a positive contribution to the seafood industry. This person, through their enthusiasm and sustainability conscious work ethic on deck will be awarded for their efforts to develop as an effective and respected seafood industry member.

JUDGING CRITERIA

The person:

- has shown ongoing commitment to professionalism in the field
- has shown a passion for extending their knowledge regarding their fishery
- is committed to effect positive change through leadership and innovation
- is respected by industry colleagues (at least two reference letters required)