



WAFIC

WESTERN AUSTRALIAN FISHING
INDUSTRY COUNCIL INC

**WA SEAFOOD INDUSTRY
AWARDS 2019
SPONSORSHIP PROSPECTUS**

Event date: Thursday 25 July 2019



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)

INVITATION TO PARTICIPATE

The WA Seafood Industry Awards, hosted by the Western Australian Fishing Industry Council (WAFIC), recognise and reward excellence in WA's vibrant seafood industry across 14 key categories.

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 evening is the only WA fishing industry awards event dedicated to the promotion of our local sustainable seafood industry. Held once every two years, it is WA's premier seafood event and attracts up to 350 attendees to a gala function while being promoted to a wider audience of at least 4,600 industry participants.

In 2019, the event will again bring together a wide range of stakeholders from the seafood and fishing industries. This

exclusive evening welcomes the industry's top players, including commercial fishers and aquaculturists, retailers, processors, exporters, wholesalers, restaurateurs as well as key government and environmental agencies, media, and gastronomes.

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.

There is a wide range of partnership opportunities available across the event, with the following packages outlining the many benefits of being involved in such a prestigious biennial awards ceremony. Packages can be tailored to meet your marketing objectives.

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 prepared by highly regarded Western Australian seafood chefs including:

- Don Hancey (WA Food Ambassador & WAFIC Seafood Ambassador)
- Stuart Laws (Showcase Events WA)
- Kenny McHardy (Manuka Woodfire Kitchen)
- Melissa Palinkas (Young George)
- Brendan Pang (2018 Masterchef Contestant)
- Nic Wood (Santini Bar & Grill)

We ask that you join us in celebrating and recognising positive contributions made by groups, individuals, government, researchers and businesses towards improving Western Australia's seafood industry.

Your participation as an entrant, sponsor and/or to nominate an outstanding industry participant as a potential award winner will be welcomed.

For more information contact:

SPONSORSHIP

Susan Bell
Marketwise Marketing & Communications

E: marketwisemc@bigpond.com
P: 0419 944 088

NOMINATIONS/SUBMISSIONS

Georgia Callander
WA Fishing Industry Council

E: admin@wafic.org.au
P: (08) 9432 7708
PO Box 1605 Fremantle WA 6959

Entries must be received no later than 5pm
Friday 31 May 2019 (electronic submission preferred)

2019 AWARD CATEGORIES

In order to showcase the WA seafood and fishing industry, we are seeking outstanding candidates in each of the following 14 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.

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.

3. FISH AND CHIPS AWARD

As part of the Australian Fish and Chips Awards, secret-shopping Award judges will visit and review the top rating premises. This award will be presented to a take-away food outlet that has demonstrated excellence in consistently providing customers with quality seafood.

4. SEAFOOD INDUSTRY PRODUCER AWARD

Presented to a seafood primary producer with 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.

5. SEAFOOD BUSINESS (LARGE) AWARD

Presented to a seafood business employing the equivalent of ten (10) 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.

6. SEAFOOD BUSINESS (SMALL) AWARD

Presented to a seafood business employing less than the equivalent of ten (10) 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.

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.

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.

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.

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.

11. SEAFOOD INDUSTRY PROMOTION AWARD

Presented to an individual or 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 commercial seafood industry. Media organisations or individual journalists are also encouraged to apply.

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.

13. MICHAEL KAILIS LEADERSHIP AWARD

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. This can be awarded only once to any one individual.

14. DECKHAND AWARD

(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.

SPONSORSHIP CATEGORIES

In order to promote and support the Western Australian Seafood industry, we are seeking sponsorship in each of the following categories (Please note: All prices are exclusive of GST):



GOLD EVENT SPONSOR

\$5000 PLUS GST

BENEFITS TO SPONSOR

- Acknowledgment as a sponsor on media releases
- Two (2) signs/posters to be displayed at the event
- Four (4) complimentary tickets to the event (valued at \$340)
- Logo displayed on the event page of the WAFIC website
- Link to sponsors website from the logo displayed on the event page of the WAFIC website
- Social media exposure
- Logo to be displayed on the event presentation
- Logo to be displayed on the Award trophies
- Logo to be displayed in WAFIC industry newsletter in association with Awards promotion
- Verbal acknowledgement at the event as a gold event sponsor
- Opportunity to provide up to two (2) promotional documents to be available for the 350+ attendees at the event registration area
- A five-minute address at the event by a representative of your company.
- One (1) representative to be photographed with the Award winners, the WAFIC Chairman and CEO.
- One (1) representative to participate on the official Awards Judging Panel.

PROMOTION OF THE WA SEAFOOD INDUSTRY AWARDS 2019

The WA Seafood Industry Awards 2019 will be promoted throughout Western Australia, with promotion including:

- Exposure to in excess of 4,600 industry participants through direct mail and email distribution to Western Australian Fishing Industry Council (WAFIC) members, Fishing Boat License (FBL) holders, Managed Fishery License (MFL) holders, government agencies, fisheries policy and decision makers, processors, exporters, fish wholesalers, aquaculture producers, retailers, restaurants, fish and chip shops as well as individuals and businesses involved in fisheries safety, research, development and training
- The WAFIC website at www.wafic.org.au
- Social media coverage through Facebook, Twitter and Instagram
- Media releases

BENEFITS OF SPONSORING

Benefits to your organisation from sponsoring the WA Seafood Industry Awards 2019 include:

- Enhanced organisational profile
- A significant marketing advantage
- Corporate goodwill from participants/attendees
- Relationship marketing/networking opportunities
- Creation of brand awareness and acceptance
- Exposure via acknowledgement in all printed and electronic event related marketing collateral
- Promotion on the WAFIC website
- Promotion on WAFIC social media
- Exposure at the event



SILVER EVENT SPONSOR

\$3000 PLUS GST

BENEFITS TO SPONSOR

- Acknowledgment as a sponsor on media releases
- One (1) sign/poster to be displayed at the event
- Four (4) complimentary tickets to the event (valued at \$340)
- Logo displayed on the event page of the WAFIC website
- Social media exposure
- Link to sponsors website from the logo displayed on the event page of the WAFIC website
- Logo to be displayed on the event presentation
- Logo to be displayed on the Award trophies
- Logo to be displayed in WAFIC industry newsletter in association with Awards promotion
- Verbal acknowledgement at the event as a silver event sponsor
- Opportunity to provide one (1) promotional document to be available for the 350+ attendees at the event registration area
- One (1) representative to be photographed with the Award winners, the WAFIC Chairman and CEO.



AWARD SPONSOR

\$1450 PLUS GST

Fourteen (14) Award sponsors are sought for each of the award categories:

1. Seafood Restaurant Award
2. People's Choice Fish and Chips Award
3. Fish and Chips Award
4. Seafood Industry Producer Award
5. Seafood Business Award (Large)
6. Seafood Business Award (Small)
7. Safety Award
8. Research, Development and Extension Award
9. Environment Award
10. People Development Award
11. Seafood Industry Promotion Award
12. Young Achievers Award
13. Michael Kailis Leadership Award
14. Deckhand Award (WA only)

BENEFITS TO SPONSORING ORGANISATION

- Acknowledgment as a sponsor on media releases
- Two (2) complimentary tickets to the event (valued at \$170)
- Logo displayed on the event page of the WAFIC website
- Social media exposure
- Link to sponsors website from the logo displayed on the event page of the WAFIC website
- Logo to be displayed on the event presentation
- Logo to be displayed on the Award trophy of your chosen category
- Logo to be displayed in WAFIC industry newsletter in association with Awards promotion
- Verbal acknowledgement at the event as an Award sponsor
- Opportunity to provide one (1) promotional document to be available for the 350+ attendees at the event registration area
- One (1) representative to present the trophy to the Award winner for your chosen category and to be photographed with the Award winner of your chosen category.



SEAFOOD CONTRIBUTOR SPONSOR

(PRODUCE/CATCH)

We are seeking contributions of WA caught or produced seafood product from industry to be prepared and served at the event. What a brilliant way to showcase your product!

BENEFITS TO SPONSORING ORGANISATION

- Acknowledgment as a Seafood Contributor sponsor on media releases
- Two (2) complimentary tickets to the event (valued at \$170)
- Logo displayed on the event page of the WAFIC website
- Social media exposure
- Link to sponsors website from the logo displayed on the event page of the WAFIC website
- Logo to be displayed on the event presentation
- Logo to be displayed in WAFIC industry newsletter in association with Awards promotion
- Verbal acknowledgement at the event as a seafood contributor sponsor
- Produce/catch to be skillfully prepared by master chefs and served to event attendees

MEET THE CHEFS



DON HANCEY

Don Hancey (WA Food Ambassador & WAFIC Seafood Ambassador), is often described as a chef with soul. Don loves nothing more than working with quality local producers to help grow their businesses and create innovative ways to present, showcase and market their produce by creating world-class dishes. With a long and successful career in some of WA's finest regional kitchens, Don is also heavily involved with charity organisations in WA, Cambodia, Laos and Myanmar (Burma), with his unique focus on health and youth education via hospitality training.

STUART LAWS

As with many of WA's best chefs, Stuart started his journey at 44 King St in the heart of Perth before cutting his teeth in the Melbourne fine dining scene. Drawing from his experience in many areas within the food industry, Stu works hard to keep on top of current techniques and trends. Stuart invests his time in his own businesses, Showcase Events WA, where he works closely with WA farmers and producers to showcase local, seasonal produce to the broader market and Chefs Collective WA, where he consults to venues that are looking to find a more streamlined approach to hospitality.



KENNY MCHARDY

Kenny, head chef and owner of Manuka Woodfire Kitchen, hails from New Zealand. His career has taken him from the Michelin starred kitchens of Gordon Ramsay and Marcus Wareing in London, to the celebrated Two Hatted Walters Wine Bar in Melbourne. On returning to Perth, he fronted the kitchens of The Garden in Leederville, Coco's Restaurant in South Perth, The Red Herring in East Fremantle and was Executive Chef of Due South in Albany. Manuka was recently awarded #8 in the Gourmet Traveller Top Restaurant Awards (WA) and #13 in the WA Good Food Guide Top 50 Restaurants of 2018.



MELISSA PALINKAS

Melissa's first kitchen job was at the Brass Monkey, in Northbridge. She worked overseas in London and Dublin before taking the head chef role at The Cabin in Mt Hawthorn for 4 years, before setting up Young George, which she describes as a neighbourhood bar with a serious focus on food. The food produced by Young George has been lavished with praise by food reviewers who describe her food with words like 'inventive, fun, smart, original and drop dead gorgeous'.



NIC WOOD

Initially training at Perth's staple restaurants Frasers, Coco's and The Fish House, Nic refined his craft as Executive Chef at QT Hotels & Resorts, where he was responsible for the pre-opening set up of both Falls Creek and QT Canberra, as well as the day to day running of the hotel's multiple food outlets. After completing a stint as a consultant at Vomo Restaurant in Fiji, he returned to Western Australia. In 2017 Nic opened his first venture, Piarí & Co in Dunsborough, before returning to Perth as Executive Chef at QT Perth's signature restaurant Santini Bar & Grill, featuring a Mediterranean flair menu.



BRENDAN PANG

Brendan Pang is a young aspiring cook and ex-reality TV contestant. Based in Perth, Brendan's passion for food developed as he grew up in a large Mauritian family surrounded by talented home cooks. Brendan describes his style of cooking as "honest" in that he cooks food that loves to eat whilst using fresh local produce where possible.



SPONSORSHIP APPLICATION FORM

Please note all correspondence including invoices will be sent to the contact supplied below.

SPONSOR DETAILS

Company name: _____

Contact person: _____

Position: _____

Email: _____

Telephone: _____

Fax: _____

Address: _____

State: _____

Postcode: _____

Website: _____

SPONSORSHIP OPPORTUNITIES (TICK APPROPRIATE BOX)

All prices mentioned above are inclusive of GST (Goods and Services Tax)

- | | |
|--|--|
| <input type="checkbox"/> Gold Event Sponsor | <input type="checkbox"/> Award Sponsor – Environment Award |
| <input type="checkbox"/> Silver Event Sponsor | <input type="checkbox"/> Award Sponsor – People Development Award |
| <input type="checkbox"/> Award Sponsor – Seafood Restaurant Award | <input type="checkbox"/> Award Sponsor – Seafood Industry Promotion Award |
| <input type="checkbox"/> Award Sponsor – People’s Choice Fish and Chips Award | <input type="checkbox"/> Award Sponsor – Young Achievers Award |
| <input type="checkbox"/> Award Sponsor – Fish and Chips Award | <input type="checkbox"/> Award Sponsor – Michael Kailis Leadership Award |
| <input type="checkbox"/> Award Sponsor – Seafood Industry Producer Award | <input type="checkbox"/> Award Sponsor – Deckhand Award (WA accredited only) |
| <input type="checkbox"/> Award Sponsor – Seafood Business (Large) Award | <input type="checkbox"/> Seafood Contributor Sponsor (please identify what type of WA seafood you will contribute) |
| <input type="checkbox"/> Award Sponsor – Seafood Business (Small) Award | _____ |
| <input type="checkbox"/> Award Sponsor – Safety Award | _____ |
| <input type="checkbox"/> Award Sponsor – Research, Development and Extension Award | |

I agree to be invoiced a total sum of AUD \$ _____ plus 10% GST for the items selected above..

Signature: _____

Date: _____

NB. Invoices will not be sent to Seafood Contributor Sponsors.
Further arrangements will be made with the nominated contact for delivery of your produce/catch to the venue.

Post, email or fax your completed application form to:

SUSAN BELL



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PO Box 1605 Fremantle WA 6959