

WA SEAFOOD INDUSTRY AWARDS 2021

SPONSORSHIP PROSPECTUS

Event date: Friday 13 August 2021



WAFIC
WESTERN AUSTRALIAN FISHING
INDUSTRY COUNCIL INC



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 12 key categories.

The Awards highlight the achievements of the WA seafood industry, including its value to the State economy and communities, as well as 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, the awards are WA's premier seafood event, attracting up to 350 attendees to a gala function while being promoted to a wider audience of at least 4,600 industry participants.

In 2021, 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 and restaurateurs, as well as key government and environmental agencies, media and gastronomes.

Winners of 11 of the award categories will receive automatic entry into the Australian Seafood Industry Awards which will be held in conjunction with the 2022 Seafood Directions Conference. The WA-only, Deckhand Award, established to recognise and reward the contributions and achievements of those at the coal-face of our industry will also continue in 2021.

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 biannual awards ceremony. Packages can be tailored to meet your marketing objectives.

A SEAFOOD SPECTACULAR

The 2021 event is striving 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;

Neil Forbes	Black Pearl Oyster Shucking
Don Hancey	WA Food Ambassador and WAFIC Seafood Ambassador
Chris Howard	The Humble Onion
Stuart Laws	Colonial Leisure Group and Chef Collective WA
Melissa Palinkas	Young George and Ethos Deli & Dining Room
Peter Manifis	Strzelecki Group

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

Your participation as a sponsor, an entrant or an industry member to encourage an outstanding industry participant to submit an application will be welcomed.

For more information contact:

SPONSORSHIP

Susan Bell
Marketwise Marketing & Communications
E: marketwisemc@bigpond.com
P: 0419 944 088

NOMINATIONS/SUBMISSIONS

WA Fishing Industry Council
E: admin@wafic.org.au
P: (08) 9432 7777
PO Box 1605 Fremantle WA 6959

Entries must be received no later than 5pm Friday 18 June 2021 (electronic submission preferred)

THE EVENT

THE WA SEAFOOD INDUSTRY AWARDS 2021

Time: 6pm until late

Date: Friday 13 August 2021

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

Cost: \$95 per person (Early bird) or \$105 per person (for tickets purchased after 31 May 2021) plus Eventbrite booking fees

Dress: (Men) Suit and tie
(Women) Cocktail wear

Tickets can be purchased online from Eventbrite:

waseafoodawards2021.eventbrite.com.au



2021 AWARD CATEGORIES

In order to showcase the WA Seafood industry, we are seeking outstanding candidates in each of the following 12 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 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.

3 SEAFOOD BUSINESS (LARGE) AWARD

Presented to a seafood business employing the equivalent of 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.

4 SEAFOOD BUSINESS (SMALL) AWARD

Presented to a seafood business employing less than the equivalent of 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.

5 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.

6 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.

7 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.

8 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.

9 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.

10 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.

11 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.

12 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.



PROMOTION OF THE WA SEAFOOD INDUSTRY AWARDS 2021

The WA Seafood Industry Awards 2021 will be promoted throughout Western Australia, with promotions 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 BEING A SPONSOR

Benefits to your organisation from sponsoring the WA Seafood Industry Awards 2021 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

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
- 2 signs/posters to be displayed at the event
- 6 complimentary tickets to the event (valued at \$570)
- 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 the Event Sponsor
- Opportunity to provide up to 2 promotional documents to be available for the 350+ attendees at the event registration area
- Opportunity to provide a promotional item for inclusion in the "door prize" to be drawn on the night, with one entry issued per ticket for the 350+ attendees
- 1 representative to be photographed with the Award winners, the WAFIC Chairman and CEO
- 1 representative to participate on the official Awards Judging Panel



SILVER EVENT SPONSOR

\$3000 PLUS GST

BENEFITS TO SPONSOR

- Acknowledgment as a sponsor on media releases
- 1 sign/poster to be displayed at the event
- 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 1 promotional document to be available for the 350+ attendees at the event registration area
- Opportunity to provide a promotional item for inclusion in the "door prize" to be drawn on the night, with one entry issued per ticket for the 350+ attendees
- 1 representative to be photographed with the Award winners, the WAFIC Chairman and CEO



AWARD SPONSOR

\$1700 PLUS GST

Twelve (12) Award sponsors are sought for each of the award categories:

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

BENEFITS TO SPONSORING ORGANISATION

- Acknowledgment as a sponsor on media releases
- 2 complimentary tickets to the event (valued at \$190)
- 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 1 promotional document to be available for the 350+ attendees at the event registration area
- Opportunity to provide a promotional item for inclusion in the "door prize" to be drawn on the night, with one entry issued per ticket for the 350+ attendees
- 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
- 2 complimentary tickets to the event (valued at \$190)
- 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
- Opportunity to provide a promotional item for inclusion in the "door prize" to be drawn on the night, with one entry issued per ticket for the 350+ attendees
- Produce/catch to be skillfully prepared by master chefs and served to event attendees



NEIL FORBES

BLACK PEARL OYSTER SHUCKING

Neil stumbled, quite literally, into oyster shucking by accident, after sustaining a workplace injury. As part of his rehabilitation at an oyster supply facility, he was placed into an oyster shucking position. Numerous opportunities to shuck oysters at private events presented themselves and from there, Neil's love for meeting new people and engaging in enjoyable conversations whilst providing fresh, high quality oysters and amazing customer service, grew to what we experience when visiting the Black Pearl Oyster cart today.

DON HANCEY

WA FOOD AMBASSADOR & WAFIC SEAFOOD AMBASSADOR

Don Hancey, is often described as a chef with soul. Winner of the 2019 WA Seafood Industry Promotion Award, Don loves nothing more than working with quality West Australian producers to help grow their businesses and create innovative ways to present, showcase and market their produce.

With a long and successful career in some of WA's finest regional kitchens, Don can be heard talking all things food every second Saturday night with Tony Mac on 6PR.

Whilst successfully coordinating his food ambassador roles, Don also manages his Commercial Kitchen hubs, which are perfect for product development and are available for hire to food producers, Chefs, Regional Tourism Offices, the general public, and as cloud or ghost kitchens.

CHRIS HOWARD

THE HUMBLE ONION

Chef/Co Owner of The Humble Onion, Chris Howard, has always loved the simplicity of good food.

Growing up in the UK food was plentiful and delicious, but far from affluent. Hearing stories from his fellow apprentices about eating tortellini at their Nonna's apron strings helped the young Chef dismiss insults of a peasant's palette from his then Exec Chef and embrace the food culture of his youth.

Celebrating humble ingredients over extravagance, Howard has forged a career based on honouring sustainable and ethically sourced produce prepared with care. From his early days at The Greenhouse under Matt Stone to stints at EL Public, Cantina 663, Saffire Freycinet and The Town Mouse, Howard headed up the kitchens at Panama Social and North Bird Dining Room before opening his first venue this year - The Humble Onion.

MEET THE CHEFS



STUART LAWS

COLONIAL LEISURE GROUP WA & CHEFS COLLECTIVE WA

A Western Australian Chef through and through with well over 20 years of experience in a multitude of areas within the food industry, Stuart is a true ambassador of all things Western Australian.

He has a passion for small producers and spends a large portion of his time ensuring they get the promotion they deserve, always striving for simplicity and flavour and through innovative menu design and uncompromised cooking techniques. His strong belief that chefs are the conduit between the farmer and the consumer shines through, especially when he is telling their story as a regular Presenter on Channel 9's Our State on a Plate.



MELISSA PALINKAS

YOUNG GEORGE & ETHOS DELI & DINING ROOM

Young George Executive Chef and co-owner Melissa Palinkas has been lavished with praise by food reviewers who describe her food with words like 'inventive, fun, smart, original and drop dead gorgeous'.

However, while she enjoys producing an innovative menu, Melissa also prides herself on a sustainably run kitchen, using a 'nose to tail' or 'root to shoot' approach to cooking and making the best use of every part of meat or vegetable produce. To compliment her focus on sustainability, Melissa also minimises waste and plastic use, ensuring the carbon footprint of her kitchen is reduced by using recycled glass jars instead of plastic along with the restaurant supplied crates for produce deliveries.

In 2019, Young George was awarded its first chef hat by the Good Food Guide Australia and two weeks later Melissa was awarded, title of Chef of the year by the WA Good Food Guide. Melissa has also featured in publications such as Gourmet Traveller and Delicious magazine.

At the end of 2020, Melissa launched her new restaurant Ethos Deli & Dining Room with partner Susan Whelan, a no waste, sustainable New York Deli & dining room.



PETER MANIFIS

STRZELECKI GROUP

Born into an Onslow Fishing family, Peter is a proud West Australian seafood aficionado, award winning chef and passionate advocate for food education.

Peter is excited by Australian Indigenous food and culture, sustainable farming and fishing practices, Perth's emerging food culture and exciting new venues as well as meeting like minded foodie souls. Having created menus and dishes in some of WA's most exciting kitchens, he has also participated in food events across the globe and is actively involved in not-for-profit and community based initiatives.

He is passionate about reducing food waste and feeding the next generation with knowledge and empowering them to make positive changes in their kitchens.

In December 2020, Peter took on the Executive Chef role for the Strzelecki Group, overseeing some of Perth's biggest and busiest kitchens. New menus, new culture and new venues are on the way and lead Peter into an exciting and boundless new era of dining in WA.

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 – Seafood Industry Producer Award | <input type="checkbox"/> Award Sponsor – Young Achievers Award |
| <input type="checkbox"/> Award Sponsor – Seafood Business (Large) Award | <input type="checkbox"/> Award Sponsor – Michael Kailis Leadership Award |
| <input type="checkbox"/> Award Sponsor – Seafood Business (Small) Award | <input type="checkbox"/> Award Sponsor – Deckhand Award (WA accredited only) |
| <input type="checkbox"/> Award Sponsor – Safety Award | <input type="checkbox"/> Seafood Contributor Sponsor (please identify what type of WA seafood you will contribute) |
| <input type="checkbox"/> Award Sponsor – Research, Development & 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

WA Seafood Industry Awards 2021

E: marketwisemc@bigpond.com

P: 0419 944 088

F: (08) 9432 7700

PO Box 1605 Fremantle WA 6959