



17 June 2021

To Oysters Australia Stakeholders

Oysters Tasmania Oysters Australia NSW Farmers Queensland Oyster Growers Association	Australian Seafood Industries Fisheries Research and Development Corporation
---	---

Chairman's Report to Stakeholders

15 June Board Meeting

The following notes from the meeting are provided to stakeholders for general information. They are not a replacement for the formal Board minutes.

Research, Development & Extension

The board, plus state executive officers, met as the RD&E committee and made recommendations about which project should be supported and those that need more work. Details of these projects will be released as soon as all parties are informed.

Finances

While the balance of the Oysters RD&E bucket is very healthy, Oysters Australia finances are lean. It looks like we will finish the financial year with a little under \$30,000 in the bank.

The Industry Partnership Agreement with FRDC, which provides us with financial security for the next five years, has now been completed and signed. We will now apply to FRDC for the funds needed to manage Oysters Australia and oversee a portfolio of RD&E projects for the next five years. The budget for 2021 -22 was discussed and the executive was requested to find as many savings as possible.

Work with Seafood Industry Australia (SIA)

National Marketing Campaign - SIA have released the results of the "DIP 2" survey. This survey was completed across Feb & Mar and was conducted by phone interview with 1041 people nationally focussing on Sydney & Melbourne (being the most concentrated consumption capitals). The results indicate that the campaign appears to be effective (this being the short-term effect of the marketing materials), but there doesn't yet appear to be a significant change in the 'brand' sentiment (ie. longer-term consumer sentiment towards seafood). SIA suggest that "moving the brand dial requires

consistent and constant marketing of Australian seafood for traction over time". Survey results are available if you are interested.

SIA Membership – The Board agreed to continue membership of SIA, at a cost of \$2,000pa and to work with SIA to attain as much benefit for the oyster industry as possible.

Further Information

I am happy to talk more about any of the above subjects. Alternatively, please feel free to contact Andy Myers or your state representative on Oysters Australia (see below).

I encourage you to share this report as widely as you see fit.

Kind Regards,

Len Stephens
Chairman
0418 454 726

Oysters Australia Board Members

New South Wales

Todd Graham, Tony Troup

South Australia

Gary Zippel, Steve Bowley

Tasmania

Ian Duthie, Tim Pauly

Executive Officer

Andy Myers