



SEAFOOD DIRECTIONS 2005 DRAFT PROGRAM

NETTING PROFITS

Monday, 12 September 2005

DAY ONE	
12:30 PM	Opening Address Indigenous Welcome Chair: TBD VIP: PM/FedMac/StateMac Introductions: ASIC, FRDC, SFM
2:00 pm	The Australian Situation Speaker: Bernard Salt, KPMG
3:00 pm	Afternoon Tea
	DEMAND DYNAMICS
3:30 PM	European Market Experience & Trends Speaker: Overseas Keynote TBD
4:15 pm	Public Perceptions of Seafood <ul style="list-style-type: none"> - Health - Labelling - Eco-labelling - Fish Names Speaker: Grahame Dear, Nutreco
5:00 pm	Closure of Day One
6:00-7:00 pm	Welcome Reception, Sponsored by Seafood Services Australia

Tuesday, 13 September 2005

DAY TWO	THE DEMAND LANDSCAPE
8:00 AM	Registration open
8:30 am	<p>Marketing to Key Segments:</p> <ol style="list-style-type: none"> 1. Specialist retail 2. Food service 3. Fine dining 4. Take-Away 5. Supermarkets <p>Proposed speakers:</p> <ol style="list-style-type: none"> 1. Michael Angelakis (?) 2. Peter Poulos, Bernard Berson 3. Neil Perry (Rock Pool), Matt Moran (Aria) 4. TBD 5. Category Manager, Marketing Director – Woolworths/Coles
10:00 am	Morning Tea
10:30 am	<p>What is the Brand Promise?</p> <p>Speaker: NAC branding rep</p>
11:00	<p>Generic Promotion of Seafood</p> <p>Speaker: Grahame Turk, SFM</p>
11:30 am	<p>The Great Debate:</p> <p>“New Zealand Fush is Sexier than Australian Fish”</p> <p>Chair: Russell Reichelt</p> <p>NZ Speakers: Robin Hapi, Kim Proctor-Western, Sir Tipene O’Reagan</p> <p>Australian Speakers: Hagen Stehr, Simon Marnie, Woman</p>
12:45 pm	Lunch
2:00 pm	SUPPLY DYNAMICS
	<p>Chair / Speaker</p> <p>Dr Bob Kearney</p>
3:00 pm	Afternoon Tea
3:30 pm	<p>Dealing With Supply Issues</p> <p>Chair / Speakers</p> <p>Richard McLoughlin AFMA, Peter Rogers, Nick Rayns (DPI), Darryl McPhee, Jim Raptis?</p>
5:00 pm	FISH & CHIPS with Exhibitors
7:00 pm	Closure of Day Two

Wednesday, 14 September 2005

TBD	FRDC BREAKFAST
DAY THREE	
8:00 AM	Registration open
8:30 am	Report Card Speaker: Russ Neal
9:00 am	Industry Leadership Chair / Speakers Alex Kalis
9:45 am	Structure and Funding of Industry Representation Speaker: Russ Neal ?? Bardy McFarlane
10:30 am	Morning Tea
11:00 am	Open Forum Chair: Grahame Turk Govt View: Nick Rayns, Industry View: Ted Loveday
12:30 pm	Lunch
2:00 pm	Merge with IAFI Food Safety/AQIS/Safety/Standards/Quality Index <i>SD05 original thoughts</i> Transition needs to be agreed on with IAFI
4:00 pm	Wind up / hand over to ???
4:30 pm	Close
7:00 pm	Awards Presentation Dinner at Luna Park
??	Conference Close