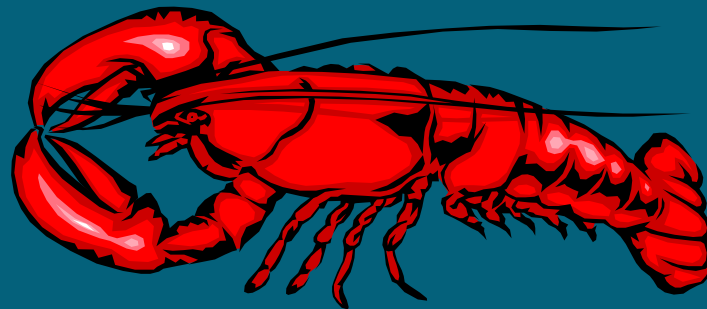
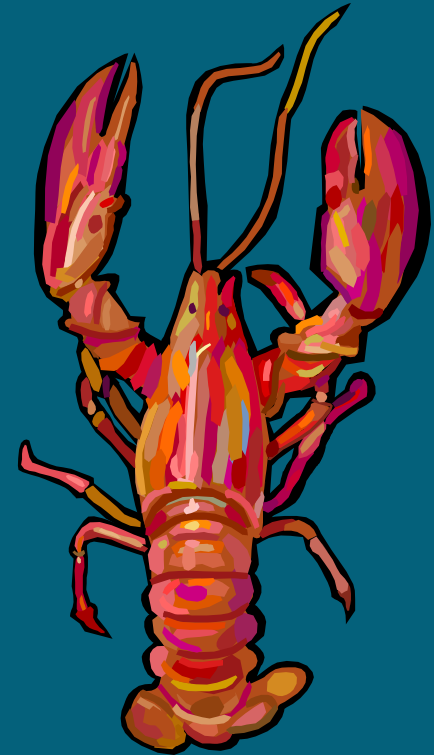


LOBSTER PROMOTIONAL LEVY CONCEPT



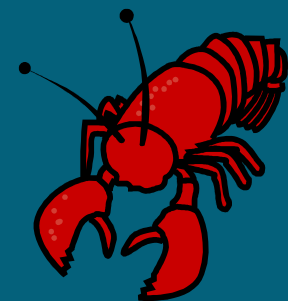
THE NEED FOR A LOBSTER PROMOTIONAL LEVY

- Insurance Against Unforeseen Events
- Generational Change
- Profitability
- The Good News Story



LEVY COLLECTION /LEVERAGE OPPORTUNITIES

- Legislative Framework—Industry vrs Third Party
- Production Based –Unit Holder Contribution
- Leverage Opportunities – Commonwealth/State/NGO's

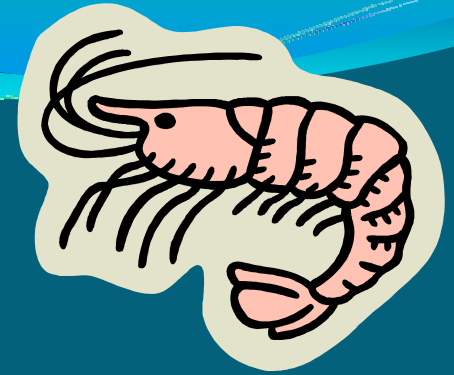


LEVY UTILISATION



- Overseas Promotion –Exploring New Market Opportunities
- Supporting Existing Industry Initiatives
- Generic Seafood Promotion Collaboration—The Health Message

CASE STUDY



- 2009 Northern Prawn Banana Season
- Catch 10,000 tonne
- \$1/kg Levy \$1,000,000 Promotion-- Promote Banana Prawn.
- Potential Leverage Opportunities Major Retail Outlets

SEAFOOD EXPERIENCE AUSTRALIA

- *SEA is an Industry Owned corporation established in 2005 to promote seafood both domestically and overseas*
- *SEA is there not to replace existing Industry organisations such as State Peak Bodies ,it is there to support and unite Industry led Promotion*

STRATEGIC PLAN THE 5 PLATFORMS

- Live Better --Health Benefits
- Sea Friendly—Sustainability
- Great Tastings –Recipes ,Attributes
- It's Easy—Demystifying Seafood
- Australian Made—Heritage & Providence

SEA'S AIMS

- Improve Perception
- Increase Sales
- Increase Profitability
- Knowledge Base
- Seafood Promotion Act

SEA'S ACHIEVEMENTS



- Commenced work on Seafood Promotion's Act
- Initiated successful bid to host International Health Conference Melbourne 2010
- Formed Alliance with MLA, Horticulture Australia, Dairy Australia & Wine Industry
- Links with National Heart Foundation
- Coordinated numerous Promotional Events – Fine Foods ,ESE 2009

SUMMARY

- Is the time right for the formation of a National Rock Lobster Association to better resource and co-ordinate promotion and other issues of a generic nature?
- Will doing much the same be a formula for success?
- The Fishing Industry around the globe is declining yet the Seafood Industry is growing !!
- Where does the Australian Rock Lobster Industry wish to be?

The Woodpecker Has To Go



- Everything I need to know about life, I learned from Noah's Ark...
- One: Don't miss the boat.
- Two: Remember that we are all in the same boat.
- Three: Plan ahead. It wasn't raining when Noah built the Ark.
- Four: Stay fit. When you're 600 years old, someone may ask you to do something really big.
- Five: Don't listen to critics; just get on with the job that needs to be done.
- Six: Build your future on high ground.
- Seven: For safety's sake, travel in pairs.
- Eight: Speed isn't always an advantage. The snails were on board with the cheetahs.
- Nine: When you're stressed, float a while.
- Ten: Remember, the Ark was built by amateurs; the Titanic by

Slide 11

A1

Angus, 14/09/2009