



QUEENSLAND SEAFOOD
INDUSTRY ASSOCIATION

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MEDIA RELEASE

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SEAFOOD PROMOTION CAMPAIGN LAUNCHED

Queensland Catch tag answers the question “Is it local?”

A HALF-MILLION-DOLLAR campaign to promote local seafood has been launched in Cairns.

As part of the campaign, advertisements will soon be urging our region’s residents and visitors to ask “is it local?” when choosing seafood and to look for a label identifying “Queensland Catch”

Queensland Seafood Industry Association (QSIA) Senior Vice President Mr Robin Hansen told guests at an official launch ceremony today the campaign was designed to improve availability of local seafood in Cairns, further boost demand and increase industry profitability.

“This is a very exciting day for the seafood industry in the Cairns region,” Mr Hansen said. “We are launching a new era of branding and promoting local seafood to meet strong demand for Queensland product, and at the same time improve returns down through the marketing chain to fishermen.

“This is something long overdue. In recent years, we have all been focused on resource sustainability but, now that is well and truly guaranteed with current management controls, it is time to focus on economic sustainability for the industry.

“Fishermen in this region have prime seafood available for sale. Residents and tourists want to eat it. What we have to do now is make sure local seafood is readily available and that consumers can identify it in retail outlets and restaurants.

“That’s what this campaign is all about.”

Mr Hansen said the marketing and promotion campaign was being funded by a \$409,000 grant from the Australian Government, with further funding from the QSIA.

“The funds have been allocated from the Australian Government’s Fishing Community Assistance program by the Department of Agriculture, Fisheries and Forestry (DAFF).

“These funds have allowed employment of two local coordinators and development of a branding, marketing and advertising program for local seafood under the tag of ‘Queensland Catch’.

“The present campaign covers the Cairns region, from around Innisfail to Port Douglas and up onto the Atherton Tableland, but further funding from the industry



and other sources could see it rolled out along the Queensland coast. It has enormous potential to benefit both seafood consumers and the Queensland seafood industry.”

Mr Hansen said the most obvious aspect of the campaign to the general public would be a newspaper, TV and radio advertising campaign running from now until the end of next year.

“The ‘Queensland Catch’ advertising campaign will encourage local residents and tourists to support the local seafood industry by highlighting the benefits of our seafood products.

“By encouraging people at the point of sale to ask the question ‘Is it local?’ and demonstrating reasons for the superiority of the local product, an increase in demand will help increase profitability down through the chain to fishermen.

“The advertising and other promotion will highlight the key attributes of our local seafood to consumers while also encouraging people to support their fellow Queenslanders in an important regional industry.

“Along with a comprehensive advertising schedule over the next 15 months, there will also be a range of point-of-sale promotional and information material in wholesalers, retailers and restaurants.”

Mr Hansen said the advertising, while vital to the success of the campaign, would be just “the tip of the iceberg”.

“That will be the most visible aspect of the campaign but we will be working behind the scenes to recruit more and more local retailers and restaurants to support it, while making sure there is a steady supply of product from fishermen to keep pace with increased sales.

“Setting up improved supply networks from local fishermen through the chain to seafood consumers is a key to the long-term success of this campaign, because we want those to continue after the present funds have been spent and the advertising ends.

“This is not about relatively short-term advertising but about longer-term marketing arrangements that will provide smoother supply chains from the water to the plate.

“Seafood consumers have told us time and time again that they want to buy Queensland seafood and that they want to be able to easily identify the local product. Our campaign provides that reliable ‘branding’ by encouraging use of the ‘Queensland Catch’ logo, immediately identifying seafood that has been caught here in our State.



“By coincidence, an independent study of seafood marketing and the seafood supply chain, commissioned by the Queensland Government, has recommended a program of ‘positive discrimination’ for Queensland seafood.

“It recommends, without diminishing the status of other Australian product, highlighting Queensland product and promoting it to local consumers.

“That is exactly what the new QSIA campaign will be doing.

“It also recommends greater engagement with and support for the retail sector by the fishing sector, and a greater focus on communicating with seafood consumers. That will be happening too.

“Overall, the report concludes that the key to increased profitability is to build customer-focused supply chains and raise consumer demand. That is, to increase ‘demand pull’ in retail outlets so that aggregate volume demanded increases and pulls demand along the entire local seafood chain as far back as the fishermen.

“This requires regular consumer communication exercises to differentiate and promote branded, quality-assured Queensland seafood.

“That is what we are doing here. In future, seafood consumers will be able to immediately identify seafood with the ‘Queensland Catch’ tag that automatically answers the important question we want them all asking: “Is it local?”

“The two coordinators in Cairns employed by QSIA for this project will be links between fishermen and the marketing sector, talking to wholesalers, retailers, restaurants and consumers about the local seafood available.

“Just as important, they will be communicating back to fishermen about what the market wants in terms of product packaging, presentation, etcetera.”

Mr Hansen said the project had important ramifications for many businesses in Cairns.

“There are many businesses that depend on a thriving, profitable seafood industry, such as chandleries, boat yards and other suppliers of goods and services, so we expect the benefits of this campaign to flow back through the broader Cairns business community and employees in those businesses,” Mr Hansen said.

“This campaign will benefit the Cairns regional community in many ways and reward their support for fellow Queenslanders working in an important regional industry. And all they have to do is choose ‘Queensland Catch’.”

FURTHER INFORMATION: Mr Robin Hansen, Tel 0428 794 992