

SEAFOOD TRADE ADVISORY GROUP

Improving China trade and market access for Australia's premium seafood exporters

The Seafood Trade Advisory Group has been formed to investigate and address the complex trade and market access issues facing the Australian wild abalone and rock lobster industries and to support intergovernmental negotiations concerning the export of these premium seafood products. The group consists of industry professionals and consultants with specialised expertise and an understanding of international trade policy instruments currently applied to the lobster and abalone trade with Hong Kong and mainland China.

Reference Group Objectives:

- To work with the Australian and Chinese Governments to facilitate, support and expand the legitimate direct trade platform for the Australian wild abalone and rock lobster into China
- To work with the Australian and Chinese Governments towards the full liberalisation of the trade between the two countries
- To partner with the Australian Government on specific issues of concern for the wild abalone and rock lobster trade with China

Understanding this rapidly changing trading environment and how it may impact on Australia's seafood export industry and the implications for individual businesses is a critical step to secure our future.

The Plan & Key Messages

Abalone and rock lobster are the leading Australian premium food exports to China, and the industry is working to position positively 'Brand Australia' food and to increase and improve our direct trade:

- **On current Australian government statistics for 2011-2012, total abalone and rock lobster exports into China amounted to \$438 m, which was a major benefit to regional communities;**
- **Combined this represents nearly 14 per cent of all Australian food exports to China which total \$3.192 b;**
- **Individually, abalone (\$135 m) and rock lobster exports (\$303 m) are on par with wine (\$240 m) and dairy (\$233); Trade conditions in China are changing rapidly and we are increasingly aware of the costs of uncertainty around indirect trade.**

The industry has a plan to strengthen the direct trade covering the following points:

- **The abalone and rock lobster producers have come together to form the Seafood Trade Advisory Group to present a unified front to government;**
- **The industries have made over \$5 m in cash commitments and in kind contributions over the past five years in strengthening the direct China trade;**
- **The industries meet the highest standards of Australian accreditation (DAFF, EPBC) and are committed to building a set of reliable industry benchmarks for standards and integrity;**
- **We have been raising concerns about the current indirect trade because we are unable to protect product integrity, pursue our provenance labelling and 'Brand Australia' efforts as we cannot track or control our products beyond the entry point under this trade.**



The Seafood Trade Advisory Group is supported by the Seafood Cooperative Research Group and the Fisheries Research and Development Corporation

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Our members are key Australian Seafood CRC participants, representatives of the Australian wild abalone and rock lobster industries and expert consultants in industry strategies to support intergovernmental negotiations in China.

Mark Webster: **Chair of the Seafood Trade Advisory Group (Abalone representative)**
Director, Abalone Association of Australasia Ltd. Executive Member, Tasmanian Abalone Council Ltd. Member of Tasmanian Fisheries Resource Advisory Group (FRAG). Abalone Representative for Australia, Seafood Export Consultant Committee (SECC). General Manager, Ralph's Tasmanian Seafood.

Nathan Maxwell-McGinn: **Vice Chair of the Seafood Trade Advisory Group (Rock lobster representative)**
Marketing Manager, CM Foods Division - Craig Mostyn & Co Pty Ltd.

Jayne Gallagher: Australian Seafood Cooperative Research Centre's Programs Manager (Product and Market Development).

Wayne Haggart: Chairman, Abalone Association of Australasia Ltd. Marketing Manager at Lonimar Australia Pty. Ltd

Dean Lisson: Director, Abalone Council Australia Ltd, Executive member, Tasmanian Abalone Council Ltd and Director of the Abalone Council of NSW Ltd.

Spiro Markantonakis: General Manager, Dover Fisheries Pty Ltd.

Marcus Tromp: General Manager, Dragon King Abalone.

Jonas Woolford: Director, Abalone Council Australia Ltd. President, Abalone Industry Association of South Australia Inc. Chairman of Wildcatch Fisheries SA Inc, Director, Eyrewolf Enterprises Pty Ltd.

Cindy Yuan: Managing Director, Soareast Pty. Ltd.

Ian Heathorn: Managing Director of REDROCK Lobster Pty Ltd. President of the Tasmanian Rock Lobster Processors Association, Member of the Crustacean Fishery Advisory Committee.

Ross Hodge: Executive Officer, Australian Southern Rocklobster Ltd.

Gary Morgan: Chair, Australian Southern Rocklobster Ltd.

Steve Moriarty: Managing Director, Southern Waters Marine Products Pty Ltd. & Moriarty Fishing Nominees Pty Ltd. Member, Seafood Export Consultative Committee. Director, Australian Fisheries Maritime Academy. President, Seafood Processors and Exporters Assoc.

Justin Phillips: Director, Australian Southern Rocklobster Limited. Executive Officer, South Australian Rock Lobster Advisory Council Inc (SARLAC) & South Eastern Professional Fishermen's Association Inc.

Rodney Treloggen: Chief Executive Officer, Tasmanian Rock Lobster Fisherman's Association. Member, Rock Lobster Post Harvest Sub-program. Member, Australian Southern Rocklobster Ltd.

Australian wild abalone

Rock lobster

Service Providers and Advisors:

Sam Guthrie: Director, Newgate Communications

Michael Morgan: Partner, Kreab Gavin Anderson



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In order to directly address the group's objectives, the Seafood Trade Advisory Group has set up four working groups who meet on a regular basis to develop strategies, identify opportunities and undertake the following activities to meet the goals of our Trade Agenda:

Australian Government Relations Group

Objective: *To provide Ministerial and departmental engagement at the federal and state level advocating the industries' trade agenda*

- Key activities:**
1. Conduct regular, relevant engagement with Government at the federal and state level to advocate the industries' trade agenda
 2. Monitor policy announcements and initiatives at a federal and state level which could further the industries' trade agenda
 3. Ensure the Abalone and Rock Lobster industries are engaged with and central to negotiations with China over a Free Trade Agreement

SO₂ Working Group

Objective: *Secure approval from the relevant Chinese authorities for the use of SO₂ as an anti-browning agent for canned abalone exports to China.*

- Key activities:**
1. Identify the relevant application procedures with Chinese authorities to secure approval of SO₂
 2. Develop material / research to support application
 3. Leverage Australian government support for application
 4. Submit application to relevant Chinese authorities
 5. Monitor application progress

Customs Working Group

Objective: *To ensure the efficient and seamless handling of Australian Abalone and Rock lobster shipments to mainland China by relevant Chinese customs authorities*

- Key activities:**
1. Monitor customs data and activity at relevant mainland ports to produce a transparent, objective view of clearance efficiency
 2. Utilise monitoring to produce regular intelligence reports for the Australian government
 3. Establish customs training activity to build understanding of Australian quality standards related to Australian Abalone and Rock Lobster exports to China
 4. Build relationships with relevant Chinese government departments and regulators to produce ongoing intelligence about policy and enforcement issues impacting the direct and indirect channels of trade

Economics and Trade Data Working Group

Objective: *To ensure the industry has accurate data demonstrating the value and importance to Australia of a fully liberalised trade in Abalone and Rock lobster with the People's Republic of China*

- Key activities:**
1. Develop and agree on a brief to a relevant agri economist to produce research covering a) the economic importance of the Australian Abalone and Rocklobster trade and b) the return to the industries of a fully liberalising trade agreement with China
 2. Review economist proposals
 3. Assist with the economist once the report development is underway, to provide him with details he requires (i.e. pointing him in the right direction of trade statistics, or other relevant industry material)
 4. Approving the report in draft and final version.

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If you have any questions regarding the activities of the group please **contacts us:**

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