

THE NSW SUPPORTING SEAFOOD FUTURE GRANTS PROGRAM

The NSW Government has announced the launch of the Supporting Seafood Future grants program. Minister for Primary Industries, Niall Blair has announced the release of the Supporting our Seafood Future grants program which is designed to build marketing and promotion capability within the fishing businesses through small-scale (less than \$10,000) and large-scale (\$10,000 to \$200,000) matched funding grants.

The purpose of the campaign is to increase consumption of NSW seafood, drive the value of NSW seafood through increased awareness and consumption, and build industry capabilities and cohesiveness. Strategic objectives of the campaign are to:

- Increase value, through consumption of farmed and wild caught NSW seafood
- Increase shopper options across a broader variety of NSW seafood
- Drive awareness and build social licence of the NSW seafood community

Examples of activities to be funded by the program was the funding activities such as themed festival events, retailer partnerships, cooking advertising, food tours, popup events and community education programs. The grants will be available to eligible fishing businesses, fishing cooperatives, retailers and wholesalers of seafood product and may be delivered in partnership with other producers, retailers and/or marketing/promotional companies. The Supporting Seafood Future grants program aligns with the [NSW Marine Estate Strategy](#).

Program Guidelines

The Supporting Seafood Future grants will be offered with two types of packages to the success applicants.

- **Small-scale** (less than \$10,000 (including GST), with a maximum of 20 campaigns) local initiatives, and
- **Large-scale** (\$10,000 to \$200,000 (including GST), with a maximum of 4 campaigns) industry-wide/regional initiatives

The small and large scale funds are open to eligible seafood businesses, fishing cooperatives, retailers and wholesalers of seafood product, and may be delivered in partnership with other producers, retailers and/or marketing/promotional companies.

All project submissions will be assessed under the [Program Guidelines](#).

Eligibility

Applications for Supporting Seafood Future must show how projects will improve local community awareness of seafood businesses, their activities, their produce, availability of fresh seafood, best methods for cooking.

Applications must also demonstrate how the projects will increase participation of the local community in promotional events that may be held by seafood industry businesses, cooperatives, and other fishmongers (selling raw fish & seafood as a retailer or wholesaler).

Supporting Seafood Future will make funding available for projects within NSW and provide opportunities within regional NSW. A list of eligible applicants are outlined in the [Program Guidelines](#).

Purpose of funds

The Supporting Seafood Future program funds are open to projects that:

- Are for the use and benefit of the commercial fishing and aquaculture industries
- Deliver a net economic benefit to seafood industry/business located in NSW
- Would likely not proceed without NSW Government funding

Contact the PFA if you have any ideas that you wish our support, partnership or would like us to help put together an application.

PFA Update 28 December 2018

The PFA represents its members' interests. If you need our help on any issue, please do not hesitate in contacting the PFA head office (6652-7374) &/or the Chief Executive Officer (0429303371)

How to apply

Applying for the supporting seafood future program is open across two time frames:

- The first round of \$500,000 (including GST) will be received on the **25 February 2019** and payment made prior to the end of the June 2019.
- The second round of \$500,000 (including GST) will be received on the **5 August 2019**, for payment made prior to June 2020.

Applicants are encouraged to contact the Department of Primary Industries team to check if their proposed project is eligible.


Once the application has met the eligibility criteria (being the applicant eligibility and project eligibility), applications will be assessed against the four assessment criteria. The assessment of the eligible applications will be undertaken by an evaluation panel with input from a stakeholder advisory committee, which includes industry representation. The role of the evaluation panel and the stakeholder advisory committee will be to review each application and provide recommendation, to the NSW and an independent marketing representative to award the successful application.

[Application form \(DOCX, 129.62 KB\)](#)






Applications can be submitted via ssf.admin@dpi.nsw.gov.au

PFA OFFICE HOURS DURING CHRISTMAS

The PFA Office is closed for the festive season from the afternoon of Thursday 20 December 2018, returning to work on Monday 7 January 2019. I will be checking emails and will respond if the matter is urgent, otherwise we will deal with the matter when the office reopens for 2019. Wishing you and your family a safe and merry festive season.

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