

TV PROGRAM

Television programs can be an effective medium for engaging the community in understanding more about the seafood industry and seafood products. A TV program campaign is a marketing strategy that involves creating and promoting a TV program to increase awareness and support of a product, service, or message. In the case of promoting the Australian seafood industry, a TV program could be used to showcase the industry's sustainable fishing practices, unique flavours, and nutritional benefits of Australian seafood. By showcasing the different aspects of the industry and seafood, viewers can gain a better appreciation for fishers, farmers and local products. These are the steps we suggest to organise your TV program:

1

DEFINE YOUR OBJECTIVES

- **Define Your Goals:** Outline specific goals for your TV program, such as enhancing social license or increasing seafood consumption. Clarifying objectives will guide your content and messaging.

2

RESEARCH AND REACH OUT

- **Research and learn:** Start by researching successful TV programs within the seafood industry or similar niches. Study the format, content and engagement strategies to gain insights into effective storytelling and production techniques.
- **Reach out:** Reach out to industry professionals, production companies, or experienced individuals that can guide you and potentially collaborate with you on the TV program creation. Networking with experts can offer valuable insights and resources to help navigate the production process. Partnering with industry leaders is a great way to increase visibility and engagement.

3

IDENTIFY TARGET AUDIENCE

- **Determine the demographic and geographic profile of your intended viewers.** Understanding your audience's interests and preferences will help tailor content to resonate with them effectively.

4

CHOOSING ENGAGING FORMANT

- **Select a format that captivates viewers**, such as documentary-style, storytelling or cooking demonstrations. You can craft content that showcases the diversity, sustainability, and nutritional benefits of Australian seafood.

5

CONTENT AND COLLABORATIONS

- **Collaborate with a professional** production team to create visually appealing and informative segments. Incorporate interviews with local fishers, chefs, and industry experts to provide insight into seafood production and consumption.

6

PLANNING AND PRODUCTION

- **Develop a detailed plan** and outline for your TV program, including key themes, segments, and content ideas. Consider creating a storyboard or script to visualise the flow of the program and ensure coherence and clarity in storytelling.
- Work with a **professional production team** to create a visually appealing and informative TV program that tells the story of the Australian seafood industry. This may include interviews with local fishermen, chefs, and seafood experts, as well as footage of fishing boats, seafood markets, and cooking demonstrations.

7

DISTRIBUTION AND PROMOTION

- Once your TV program is produced, it's important to **promote it through various channels** to reach your target audience. This may include advertising the program on TV, social media, and other online platforms, as well as partnering with restaurants and seafood festivals to screen the program.

Example:

- ET Seafood Escapes
- <https://www.escapefishingwithet.com/>

Contact:

Fisheries Research and Development Corporation
Email: frdc@frdc.com.au

RADIO CAMPAIGN

Radio campaigns are an effective way to engage communities in understanding more about the seafood industry. These campaigns can educate listeners on the health benefits, sustainability programs, and other pertinent information regarding seafood. Listening to informative radio programs can increase knowledge of the seafood industry, leading to better-informed food choices. Additionally, radio campaigns can provide listeners with the resources they need to make more informed decisions when purchasing seafood. These are the steps we suggest to organise your own radio campaign:

1

DEFINE YOUR GOALS

- **Define** what you **want to achieve** with your radio campaign, e.g. improving social license, increasing local seafood consumption, educating the audience about sustainable practices, etc.

2

IDENTIFY YOUR TARGET AUDIENCE

- Understand the **demographic and geographic profile** of your target audience to tailor your message effectively. Consider factors such as age, gender, location, and interests to ensure resonance with listeners.

3

CHOOSE THE RIGHT RADIO STATIONS

- Conduct research to **identify radio stations that align with your target audience** demographics and have a broad listener reach. Select stations that broadcast to the geographic areas you wish to target, ensuring maximum exposure for your campaign.

4

DEVELOP COMPELLING CONTENT

- Craft **engaging and informative content** that resonates with your audience and **effectively communicates your message**. Consider incorporating Q&A segments, interviews with industry experts, storytelling from local fishers and farmers, and entertaining advertisements to captivate listeners' attention.

5

MONITOR AND EVALUATE YOUR CAMPAIGN

- **Track the performance** of your radio campaign by monitoring key metrics such as reach, engagement, and consumer behaviour impact. Use this data to assess the effectiveness of your campaign and make necessary adjustments for optimisation.

EXAMPLE OF CONTENT IDEAS

1 Q&A Segments

Engage listeners with interactive Q&A sessions featuring industry experts addressing common seafood-related inquiries, cooking tips, and local seafood availability.

2 Interviews

Feature insightful interviews with diverse voices from the seafood industry, including scientists, chefs, policymakers, and community leaders, to provide expert perspectives and foster dialogue.

3 Storytelling

Share compelling narratives and personal anecdotes from fishers, farmers, and seafood producers, showcasing the industry's significance to the local community and highlighting sustainability efforts.

4 Advertising

Create attention-grabbing advertisements that blend information with entertainment, utilising catchy jingles, sound effects, and memorable messaging to leave a lasting impression on listeners.

Example:

- PFA Radio Campaign
- <https://www.abc.net.au/listen/programs/am/commercial-fishers-hit-hard-by-nsw-flooding/13840322>
- Alternative: Interview style podcast. Check out: <https://www.youngfarmer.nsw.gov.au/podcasts>

Contact:

Professional Fishers Association NSW
Email: ceo@pfa.com.au
Ph: (02) 6652 7374

AUDIO VISUAL CAMPAIGN

An audio-visual (AV) campaign is a marketing strategy that uses high-quality audio and/or video content to promote a brand, product, or service. It can engage consumers and create a lasting impression and can be shared through various channels including social media. An AV campaign is useful for promoting the Australian Seafood Industry because it allows consumers to see and hear about the industry's practices, values, and products. It can showcase the hard work and dedication that goes into producing high-quality seafood and can help to create a positive image and reputation for Australian seafood.

1

DETERMINE YOUR PURPOSE AND IDENTIFY YOUR AUDIENCE

- Clarify your **campaign objectives**, whether it's increasing sales, educating the public on fishing methods, or improving social license. Identify your target audience's demographics, preferences, and interests to tailor your content effectively.

2

CHOOSE YOUR CHANNELS

- Select the **most appropriate channels** to reach your target audience, considering options such as social media platforms, television, YouTube, etc. Choose channels that align with your audience's media consumption habits and preferences.

3

DEVELOP A CREATING CONCEPT

- **Craft** a compelling and memorable **creative concept** that resonates with your target audience. Explore storytelling techniques, inject humour or emotional appeals, and incorporate visually captivating elements that captivate viewers and leave a lasting impression.
- Creating a unique and engaging concept does not necessarily have to come with a high cost. For instance, take your audience behind the scenes to explore the entire seafood supply chain - from catching or farming to distribution and preparation. This can include visits to fishing boats, aquaculture farms, processing plants, and seafood restaurants.

4

PRODUCE HIGH QUALITY CONTENT

- **Produce** high-quality audio and/or video **content that brings your creative concept to life**. Consider featuring interviews with fishers and farmers, immersive cooking demonstrations, informative videos highlighting sustainable seafood practices or showcase the stunning visuals of the sea with vibrant underwater scenes. Ensure that your content is visually engaging, informative, and aligned with your campaign objectives.

5

UTILISE PARTNERSHIPS

- Forge **partnerships with influential figures** or experts in the seafood industry to amplify the reach and credibility of your campaign. Collaborate with seafood leaders, chefs, environmental organizations, or local businesses to enhance the authenticity and impact of your message.

6

PROMOTE YOUR CAMPAIGN

- Deploy a comprehensive **promotional strategy** to maximise the visibility and reach of your AV campaign. Utilise social media platforms, email marketing, targeted advertising, and other channels to engage with your audience and drive awareness and engagement.

Example:

- NSW Farmers Youtube Channel. Check out the episodes on oyster farming: <https://www.youtube.com/watch?v=Lvs7CXHe7Uk>
- PFA Video Content - Check out their weekly video updates!
- <https://www.facebook.com/professionalfishersassociation/>

Contact:

Professional Fishers Association NSW
Email: ceo@pfa.com.au
Ph: (02) 6652 7374

PAMPHLET/DOCUMENT/BOOK

This campaign is a marketing strategy that involves promoting a product, service, or message through printed materials. These materials can be used to educate and inform the target audience about the benefits and features of the product or service being promoted. For example, a campaign to promote the Australian seafood industry may include brochures and documents showcasing the different types of local seafood available. These materials can be distributed through various channels to reach the target audience. The success of this type of campaign is typically measured by the reach, engagement, and impact on consumer behaviour. These are the steps we suggest to organise your own campaign:

1

DETERMINE YOUR GOALS/ IDENTIFY TARGET AUDIENCE

- Before you start your campaign, it's important to **define your goals** and identify your target audience. Your purpose may be to increase sales, educate the public, or improve social licence. Identify the demographics and interests of your target audience. This will help you create content that resonates with them.

2

CHOOSE THE RIGHT FORMAT/CONTENT

- Select the **format and content that will engage** your audience effectively. For instance, consider using pamphlets to provide concise information about the seafood industry or a cookbook to showcase delicious recipes using local seafood that highlight its unique flavour and nutritional value. You can also think about short documents/ebooks as a paperless option for educational content that could be easily downloaded from a website or social media platforms.

3

CREATE COMPELLING CONTENT

- Research the topic and compile relevant and engaging information for your audience. Ensure the **content is clear, concise, and visually appealing**. Incorporate infographics, images, and statistics to enhance understanding and engagement.

4

DESIGN AND CREATE YOUR MATERIALS:

- **Create visually appealing and informative materials** that are easy to read and understand. Incorporate branding and contact information for easy reference. Organise the content logically, with clear headings and subheadings to guide readers through the information. You can include helpful tips, cooking techniques, and serving suggestions to inspire readers to experiment with seafood in their own kitchens. Ensure that the layout is visually balanced and aesthetically pleasing, with ample white space to prevent overcrowding.

5

DISTRIBUTE YOUR MATERIALS

- Decide on the best distribution channels to reach your target audience. Pamphlets and documents can be distributed at local markets, seafood festivals, cooking demonstrations, or partner with restaurants and grocery stores for display.
- **Explore partnerships** with local businesses, industry organisations, or government agencies to enhance the reach and impact of your campaign.

6

COLLECT FEEDBACK

- Gather **feedback from the community**, especially those who received the materials. This feedback helps refine messaging, design, and distribution for future campaigns.

7

ASSESS EFFECTIVENESS

- **Monitor distribution, engagement, and impact on consumer behaviour** to evaluate the effectiveness of your campaign. Use this data to refine your strategy and make necessary adjustments.

Example:

- Check out Love Australian Prawns Cookbook and ebook.
- <https://australianprawns.com.au/the-great-australian-prawn-cookbook/>

Contact:

Adpower
ben@adpower.com.au

FACE TO FACE FESTIVAL MEDIUM FISHER INVOLVEMENT

A face-to-face festival with medium fisher involvement is a vibrant public event to celebrate the seafood industry while fostering community engagement and education. These festivals offer a platform to showcase the richness of the seafood culture, culinary delights, and fishing traditions, bringing together people of diverse backgrounds to celebrate and learn about the industry. This guide outlines comprehensive steps to organise an impactful festival with medium fisher involvement.

1

DEFINE PURPOSE AND SCOPE:

- Define the **objectives of the festival**, including its educational, cultural, and community-building goals. Determine the target audience, duration, size, and location of the event to ensure alignment with your vision and resources.

2

ASSEMBLE A PLANNING COMMITTEE

- **Form a planning committee** that will help to plan and coordinate the event, allocate resources, and oversee the logistics.
- Think about stakeholders, local authorities, fishers, farmers and community representatives that might want to help with the event planning.
- It is important to **set timelines** and establish effective communication channels to ensure smooth coordination and execution.

3

CHOOSE A VENUE AND DATE

- **Select a suitable venue** accessible to the public and conducive to the festival's theme and activities. Secure necessary permits and licenses, and consider factors like parking, amenities, and infrastructure. Choose a date that maximises community participation and minimises conflicts with other events.

4

DEVELOP A FESTIVAL PROGRAM

- **Curate** a diverse and **engaging program** featuring activities that highlight the seafood industry's importance and allure. Incorporate seafood tastings, cooking demonstrations, fishing method showcases, cultural performances, and interactive workshops to captivate and educate attendees.

5

RECRUIT STALL HOLDERS

- **Invite** vendors and **exhibitors** offering seafood products, culinary delights, artisanal crafts, and educational resources relevant to the festival's theme. Ensure alignment with the festival's objectives, quality standards, and health regulations. Foster collaboration and diversity among stallholders to enrich the festival experience.

6

PROMOTE THE FESTIVAL

- Craft a comprehensive marketing and communication strategy to **promote the festival across multiple channels**. Leverage social media platforms, local newspapers, community networks, and online event listings to generate buzz and attract attendees. Utilise visually appealing graphics, captivating content, and engaging storytelling to pique interest and drive attendance.

7

MANAGE LOGISTICS

- Ensure that all logistical aspects of the festival are well-organised, including transportation, parking, security, waste management, and restroom facilities. Allocate resources effectively and work with stall holders to ensure a smooth and successful event.

Example:

- Narooma Oyster Festival: <https://www.naroomaoysterfestival.com/>
- Taste of Seafood Festivals: <https://www.facebook.com/tasteofseafood/>

Contact:

Professional Fishers Association NSW

Email: ceo@pfa.com.au

Ph: (02) 6652 7374

FACE TO FACE FESTIVAL HIGH FISHER INVOLVEMENT

A face-to-face festival with high fisher involvement is an immersive public event centred around the vibrant seafood industry and its dedicated practitioners. These festivals offer a unique platform to celebrate seafood culture, foster community engagement, and promote sustainable fishing practices. With fishers playing a central role in the planning and execution, these festivals aim to showcase the rich heritage, culinary delights, and economic significance of the seafood industry. This guide outlines comprehensive steps to organise an impactful festival with high fisher involvement.

1

DEFINE PURPOSE AND SCOPE:

- Set clear **objectives for the festival**, emphasising community engagement, seafood appreciation, and fisher involvement. Define the scope, including the event's size, location, duration, and target audience, ensuring alignment with the overarching goals and desired outcomes.

2

ASSEMBLE A PLANNING COMMITTEE

- **Establish** a dynamic **planning committee** comprising fishers, farmers, industry experts, community leaders, and event management professionals. Leverage fishers' firsthand knowledge and expertise to shape the festival's vision, content, and activities, fostering a collaborative and inclusive planning process.

3

CHOOSE A VENUE AND DATE

- **Select** an accessible **venue** that highlights the coastal charm and maritime heritage of the seafood industry. Ensure ample space for interactive exhibits, culinary showcases, and live performances, creating an inviting and immersive festival atmosphere. Choose a date that maximises community participation and minimises conflicts with other events. You can contact your local council to discuss spaces and dates available that would work for your event.

4

DEVELOP A FESTIVAL PROGRAM

- Curate a **dynamic and engaging program** featuring a diverse array of activities that celebrate seafood culture and promote sustainable fishing practices. Some of the activities you can incorporate in these kind of events are: interactive workshops with fishers and farmers, educational seminars, live cooking demonstrations, fisher-led tours, and seafood tastings to captivate and educate festival attendees of all ages.

5

RECRUIT STALL HOLDERS

- **Invite** a curated selection of **stallholders** offering locally sourced seafood, artisanal products, and seafood-themed merchandise. Prioritise fishers and shellfish farmers as key participants, providing them with a platform to showcase their catch, products, share their stories, and connect directly with consumers.

6

PROMOTE THE FESTIVAL

- Develop a comprehensive **marketing and communication strategy** to generate excitement and drive attendance for the festival. Utilise social media campaigns, email newsletters, press releases, and targeted advertisements to reach diverse audiences and amplify the festival's impact. **Engage fishers and oyster farmers as ambassadors** to share their festival experience and encourage community participation.

7

MANAGE LOGISTICS

- Execute meticulous planning and coordination to manage festival logistics effectively. Arrange transportation, parking facilities, security personnel, waste management systems, and restroom facilities to enhance attendee comfort and safety. Collaborate closely with stallholders to ensure seamless setup, operations, and customer service throughout the event.

Example:

- Blessing of the Fleet: <https://www.sydneyfishmarket.com.au/Home/Whats-On/Events/Event/blessing-of-the-fleet-3>

Contact:

Sydney Fish Market
email: service@sydneyfishmarket.com.au
Ph 02 9004 1100

Contact:

OceanWatch Australia
email: comms@oceanwatch.org.au
Ph: 02 9660 2262

SOCIAL MEDIA CAMPAIGN

A professional social media campaign serves as a dynamic marketing strategy that strategically targets specific audiences across diverse social media platforms to enhance brand visibility, foster customer engagement, and drive business growth. By leveraging research, compelling content creation, targeted advertising, and insightful analytics, these campaigns effectively elevate consumer awareness, cultivate brand loyalty, and amplify sales. Below are the key steps to organise a successful social media campaign.

1

DEFINE GOALS AND TARGET AUDIENCE:

- Clearly **outline campaign objectives** and pinpoint the desired outcomes, whether it's boosting brand recognition, driving sales, or enhancing consumer education. Depending on your specific goals you might want to use some platforms more than others, including looking into social media paid ads if sales are your first priority.
- Identify and understand the target audience to tailor content that resonates with their interests, preferences, and behaviours.

2

DO IT YOURSELF OR HIRE A PROFESSIONAL

- Depending on your budget you might want to look for a professional digital marketing company with extensive experience to execute specific campaigns.
- However, **most social media platforms are user friendly** and easy to work with. With just a little knowledge and some experimentation, you can start your own social media campaign.

3

WHAT'S THE RIGHT SOCIAL MEDIA PLATFORM?

- If you are looking to navigate the world of social media on your own, here's a handy guide to help you leverage different platforms based on your specific goals:

SOCIAL MEDIA PLATFORMS FOR YOUR SPECIFIC GOALS:

1 Building brand awareness:

A. Facebook Page: Establish a Facebook page for your business to share updates, engage with customers and build a community around your brand. Posting informative and engaging content can help increase brand visibility and foster brand loyalty.

B. Instagram: To represent the visual aspect of your product or service and build brand awareness Instagram can get you great results. Create engaging posts using product pictures or reels (video content) that can be easily shared between users.

2 Increasing sales:

- **Instagram Ads:** With a small budget you can go a long way using Instagram Ads. These ads will allow for precise targeting to showcase your product and engagement with new potential customers, drive brand awareness, increase website traffic and ultimately boost sales.
- **Facebook Ads:** FB Ads work similarly to Instagram ads. Instagram has a younger demographics compared to Facebook. For that reason if your target audience are adults and seniors, Facebook is a fantastic platform to increase sales.

3 Educating your audience:

- **YouTube:** Create informative and engaging video content to educate your audience about your product, services, updates etc. Youtube's platform is ideal for hosting longer-form content, such as tutorials, product demonstrations, recipes, or educational series.
- **Instagram post:** Share bite-sized educational content, tips, or fun facts through Instagram posts and reels. Use visually appealing videos or images to capture your audience's attention and convey your message effectively.

4 Driving Website Traffic:

- **Instagram Stories:** Use Instagram Stories to provide behind-the-scenes glimpses of your business, share updates, or conduct Q&A sessions with your audience. The ephemeral nature of Stories encourages real-time engagement and fosters a sense of authenticity. You can easily share your website link through Instagram Stories for quick access through the platform.
- **TikTok:** Embrace short-form video content on TikTok to connect with a younger audience and showcase your brand's personality through creative and entertaining videos. Younger audience is more likely to buy online or visit external links that will increase your brand's visibility.

Example:

- PFA Social Media Campaign:
https://www.instagram.com/pfa_nsw/

Contact:

Professional Fisher's Association NSW
email: ceo@pfa.com.au
Ph: (02) 6652 7374