



## NSILP Guest Details – Sydney 2019

<b>Speakers</b>	
<b>Name</b>	<b>Details</b>
<i>Wednesday 5 June 2019 9.00am The Seafood Industry – The Media</i>	
<p style="text-align: center;"><b>Catherine Slogrove</b></p>  	<p>Director - Papaya PR            Telephone: 0466 669 260            Email: <a href="mailto:catherine@papayapr.com.au">catherine@papayapr.com.au</a></p> <p>Catherine is director of Papaya, a specialist marketing agency for the food and beverage industry. Papaya’s fresh approach helps food organisations reach their target audiences through savvy social media and generating awareness in the news.</p> <p>Papaya’s team features passionate consultants in social media, PR, trade marketing, web design, photography and videography.</p> <p>In addition to creating and targeting content across Facebook and Instagram on behalf of clients, Papaya has relationships with leading publications including: Delicious Magazine, Gourmet Traveller, Urban List, Broadsheet, Time Out and Good Food.</p> <p>For more information please visit <a href="http://www.papayapr.com.au">www.papayapr.com.au</a></p>
<i>Wednesday 5 June 2019 11.00am – 12.30pm Industry Panel Leadership, the Seafood Industry and Community and the Supply Chain</i>	
<p style="text-align: center;"><b>Tricia Beatty</b></p>  	<p>Chief Executive Officer            Professional Fishermen’s Association            69 Marina Drive Coffs Harbour NSW 2450            Telephone: 02 6652 7374 Mobile: 0429 303 371            Email: <a href="mailto:ceo@pfai.com.au">ceo@pfai.com.au</a></p> <p>I have had the privilege of working in Fisheries related positions for over 20 years in a variety of roles, including:</p> <ul style="list-style-type: none"> <li>• fisheries management (Fisheries Manager, NT Fisheries)</li> <li>• strategic policy development (Access Officer, Qld Premiers and Fisheries Manager, NT Fisheries)</li> <li>• fisheries development (manager within the Recreational Fishing Unit, NT Fisheries)</li> <li>• fisheries communication (A/manager within Communications Unit, QFS)</li> <li>• project officer for the Queensland Seafood Industry Association</li> <li>• project officer for the Queensland Commercial Fishing Industry Association</li> <li>• fisheries research (mud crab &amp; blue swimmer research assistant for University of Queensland)</li> <li>• fisheries advocacy, policy development and representation of the commercial fishing industry through both the Professional Fishermen’s Association and the Queensland Commercial Fishermen’s Organisation (now the QLD Seafood Industry Association)</li> </ul> <p>These roles have been in NSW, Queensland, and the Northern Territory with study tours of overseas fisheries sector management in places such as Africa and New Zealand.</p> <p>As the Chief Executive Officer of the Professional Fisheries Association (PFA), it is my role to represent the interests of over 200 commercial fishers who are based throughout NSW. PFA has members based from Tweed Heads to Eden with the majority of members based in northern and central NSW. I am the Vice Chair of the NSW Seafood Industry Council, Director on the Australian Council of Prawn Fisheries, and member of the Australian Maritime Safety Agency’s Fishing Industry Advisory Committee, Commonwealth’s Temperate East Marine Park, FRDC NSW Research Advisory Committee, NSW Natural Disaster Advisory Council and the NSW Food Authority’s Seafood Industry Forum.</p>

## Troy Billin



Commercial Fisherman  
Self Employed  
810 Bangalow Rd Bangalow NSW 2479  
Telephone: 02 6687 1158 Mobile: 0412 397 158  
Email: troybillin@live.com.au

I am Troy Billin, a fisherman who is passionate about the industry I've been in for over 20 years. I own and operate a commercial fishing business on the NSW North Coast and Clarence River. The main fisheries I operate in are mud crabbing, estuary meshing and ocean line fishing.  
I participated in NSLIP 2014.  
I would like to promote a positive social license for wild caught Australian seafood and commercial fisheries.

## Veronica Papacosta



Managing Director  
Sydney Fresh Seafood  
Shop 7b, Greenway Plaza  
1183-1185 The Horsley Drive Wetherill Park NSW 2164  
Mobile: 0409 220 788  
Email : veronica@sydneyfreshseafood.com.au

Veronica Papacosta is the Managing Director of Sydney Fresh Seafood (Aust) Pty Ltd, the Chair of Seafood Industry Australia (SIA), a member of the Agriculture Industry Advisory Council, a member of the National Fisheries Advisory Council and a mother of three high energy children!



Sydney Fresh Seafood (Aust) Pty Ltd is a fresh seafood retail and hospitality business currently operating 12 stores across NSW. Established in 1978, Sydney Fresh is still a family run business which now employs 180 people and is ever growing and innovating to meet the rapidly shifting retail environment and consumer expectation.

Veronica led the membership drive to establish the first ever national peak body that represent the interest of Wildcatch, Aquaculture and Post Harvest sectors in the Australia seafood industry. Established in May 2017, Seafood Industry Australia is now the uniting voice of Australian seafood. Social license, Resource Access and positive media representation are key strategic activities of SIA. The role of Chair of SIA has been Veronica's most surprising and challenging undertakings to date.

Veronica has a Bachelor of Economics (major in Marketing and Accounting) from Sydney University, a Diploma in Event Management from University of Technology, Sydney and is a very proud graduate of the National Seafood Industry Leadership Program (NSILP) 2015.

## Harry Peters AM



Owner / Managing Director - Marine Product Marketing Pty Ltd  
1-3 Lord Street Botany NSW 2019  
Telephone: 02 9700 1099  
Email: sales@marineproduct.com.au

With more than 50 years experience in the seafood industry, Harry Peters is considered an industry veteran.

After a successful business training course with Woolworths, Harry began his Seafood career with South African multinational Irvin and Johnson. He moved quickly up the ladder, becoming an International director of the company within 8 years. He left in 1978 to help establish a new business, All States Frozen Foods and to focus on what was to become a life long passion, the development of new and innovative products to delight the public's taste buds.



In 1984, Harry took the bold step of starting his own company and Marine Product Marketing was established. Harry has continued his goal of bringing new products to market, with the introduction of several 'firsts' including:

- The introduction of hand made breaded prawn cutlets. (In conjunction with The NICHIREI Corp JAPAN)
- The introduction of Oven Ready Fish/ Crumbed Calamari to Australia
- The introduction of farmed black tiger prawns from Thailand.
- The first to import fresh frozen salmon from Norway.
- The first to advertise Seafood in The Australian Women's Weekly 1978

Harry is also a member of several important industry bodies, amongst them:

- Current Director of the Seafood Importers Association of Australia. Past President for over 15 years.
- Former Member of the FRDC Fish Naming committee selection panel.
- Member of the AQIS Imported Food Consultative committee.
- Member of the AQIS Imported Food Active Surveillance working group committee.

Harry was awarded member of the Order of Australia in the Honours List Queens Birthday 2005, for services to both the seafood industry and the community In particular The Handicapped Children's Association of NSW.

Harry continues working towards ensuring that the domestic seafood industries and importers co-exist and co-operate to increase demand for seafood products and continue to build consumer confidence in the industry.

### Dinner Guests

<b>Troy Billin</b>	NSILP Graduate Owner / Operator Commercial Fishman 810 Bangalow Rd Bangalow NSW 2479 T: 02 6687 1158 M: 0412 397 158 E: troybillin@live.com.au
<b>Adrian Enright</b>	Future Planet Program Manager Qantas 10 Bourke Road Mascot NSW 2020 M: 0435 415 644 E: Adrian.enright@qantas.com.au
<b>Stephen Groom</b>	NSILP Graduate Executive Manager, Corporate Services Sydney Fish Market Pty Ltd Locked Bag 247, Bank St Pyrmont NSW 2009 T: 02 9004 1120 M: 0412 014 026 E: stepheng@sydneyfishmarket.com.au
<b>Joe DeBelin</b>	NSILP Graduate Managing Director JD'S Seafood Export Pty Ltd M: 0419 692 916 E: joe@australianseafoodexports.com
<b>Rachel King</b>	NSILP Graduate Executive Officer Australian Council of Prawn Fishers M: 0425 237 566 E: kingrachel100@gmail.com
<b>Ian Lyall</b>	Program Leader Aquaculture NSW DPI M: 0419 185 365 E: Ian.lyall@dpi.nsw.gov.au
<b>Stephen Masters</b>	NSILP Graduate WHS & Environment Coordinator Sydney Fish Market Pty Ltd Pyrmont NSW 2001 M: 0417 585 513 E: stephenm@sydneyfishmarket.com.au

<b>Andy Myers</b>	NSILP Graduate Program Manager - Aquaculture OceanWatch Australia Locked Bag 247 Pyrmont NSW 2009 T: 02 9660 2262 M: 0488 656 366 E: andy@oceanwatch.org.au
<b>Umar Nguyen</b>	NSILP Graduate Owner The Fish Girl – Platinum Provedore M: 0401 966 588 E: umar@platinumprovedore.com.au
<b>Veronica Papacosta</b>	NSILP Graduate Director/CFO Sydney Fresh Seafood Shop Chair – Seafood Industry Australia 7b, Greenway Plaza, 1183 The Horsley Drive Wetherill Park NSW 2164 T: 02 9757 2227 M: 0409 220 788 E: veronica@sydneyfreshseafood.com.au
<b>Harry Peters AM</b>	Owner / Managing Director Marine Products Marketing Pty Ltd 1-3 Lord Street Botany NSW 2019 T: 02 9700 1099 E: sales@marineproduct.com.au
<b>Simon Rowe</b>	NSILP Graduate Program Manager Environment OceanWatch Australia Ltd Locked Bag 247, Bank St Pyrmont NSW 2009 T: 02 9660 2262 M: 0434 351 977 E: simon@oceanwatch.org.au
<b>Sen Sevaly</b>	FRDC National Priority 1 Sub Programme Coordinator Oceanomics M: 0414 344 593 E: sevaly.sen@gmail.com
<b>Bryan Skepper</b>	General Manager Sydney Fish Market Pty Ltd Locked Bag 247, Bank St Pyrmont NSW 2009 T: 02 9004 1100 E: bryans@sydneyfishmarket.com.au
<b>Catherine Slogrove</b>	Director Papaya PR T: 0466 669 260 E: catherine@papayapr.com.au
<b>Matt Wassnig</b>	National Account Manager – Woolworths Tassal M: 0402 435 656 E: matthew.wassnig@gmail.com
<b>Milly Webber</b>	Consultant - Papaya PR

