



The National Seafood Industry Leadership Program 2010 (NSILP 2010) is the leadership platform being delivered through funding from the Fisheries Research and Development Corporation (FRDC) and developed, managed and delivered by Rural Training Initiatives P/L.

The NSILP 2010 is the only national industry specific leadership program for the Australian seafood industry and was designed in consultation with seafood industry people and with their specific needs in mind. This the tenth year of the program and over one hundred graduates of all ages and from all sectors of the industry including processing, fishing, extension, exporters, importers, marketing, deckhands and employees have now successfully completed the program.

The NSILP 2010 focuses on developing skills that participants can apply at three key levels – personal, business and national industry. Participants are also encouraged to develop and implement plans associated with these three areas. The 2010 program participants will also be involved in the development and implementation of a nationally strategic vision for the Australian seafood industry.

Graduates have gone on to apply their skills to a wide variety of areas including regional network development, regional and state industry association boards, reference committees and effective business and workplace management. The content of the program ensures that participants are exposed to effective ways of handling conflict, improved communication techniques, the management of efficient meetings, high performance team building, change management and media training. Participants are also exposed to the wide diversity of the Australian seafood industry and some of the different issues facing the industry.

Overall the program's focus is on giving its participants the right tools and understanding to have a positive impact on their own future, the future of their own businesses and the future of the Australian seafood industry as a whole.

Dr Patrick Hone, Executive Director of Fisheries Research and Development Corporation said, "The FRDC is committed to supporting the leadership development of the people on whom the industry will entrust its future. The seafood industry is changing very quickly and the industry must invest in developing people to initiate and manage this change across the board. There is always a role for leadership, regardless of your position."

Dr Hone then spoke of the impact of past programs "The vision and energy of past participants has provided the seafood industry with many benefits. We have seen people emerge from this program with improved confidence, skills and commitment. This has allowed them to transform their own businesses and in turn influence the future direction of the Australian seafood industry,".

The course content is tailored to meet the specific needs of the Australian seafood industry and has been developed and modified in consultation with experienced industry leaders. The program is delivered through funding from the FRDC and key sponsorship from the Sydney Fish Markets.

In its 10th year the National Seafood Industry Leadership Program 2010 will be delivered over six months and through three key residential sessions:–

First Residential – 30th March – 1st April 2010 – Hobart
Second Residential – 29th June – 1st July 2010 – Sydney
Third Residential – 21st – 23rd September 2010 – Canberra



Program costs are \$500.00 per participant which includes most meals, training materials and learning support and leadership development prior to, during and beyond the six months of the program. Program participants who are directly involved in primary production will also potentially be eligible for Farm Ready reimbursement (see <http://www.farmready.gov.au/> for more information) .

2010 Program Outline

30 th March – 1 st April 2010 – Hobart			29 th June – 1 st July 2010 – Sydney			21 st – 23 rd September 2010 – Canberra		
Knowing Leadership			Experiencing Leadership			Implementing Leadership		
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
	Industry Tour		Market Tour					
Purpose of the Program	Reviewing Day1	Understanding Day 1&2	Strategy Update	Reviewing Day 4	The Media and Our Messages	Meetings in Canberra	Looking forward	Reviewing Day 6 & 7
Identify Leadership	Building Teams	Leadership Theories and Practice	Understanding Our Industry Panel	Teams and Leadership	Power and Behaviour	organised by participant Mission Launch and Strategy Preparation	Taking the next step	Lobbying and Changes
Communication I	Industry Panel and Q&A	Meetings	Handling Conflict	Strategy – Next Steps – work and research	Strategy Next Steps		Industry Panel	Leading the industry.
Learning and Leadership	Developing a mission	Strategy Proposal	Strategies Next Steps		Canberra Briefing		Parliament Question Time	Mission Launch & Network afternoon tea
Communication II	Mission and Strategy Plan	Debrief and Briefing	The Media – SFM Case Studies				Parliament Question Time	
Personalities	Networking						Strategy Preparation	Final session and dinner briefing
Team Dinner Briefing – Vision	Industry Dinner		Industry Dinner	Team Dinner	Team Dinner		Team Dinner	Graduation Dinner

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