



AUSTRALIAN  
**Prawn  
Farmers**  
ASSOCIATION

## MEDIA RELEASE

March 13, 2010

### **APFA FARMER A PARTICIPANT IN NATIONAL SEAFOOD LEADERSHIP PROGRAM**

Australian Prawn Farmers Association member and Mackay-based prawn farmer at Australian Prawn Farms Matt West is a participant in the 10<sup>th</sup> National Seafood Industry Leadership Program. (NSILP).

The NSILP, which is in its 10th year, aims to develop new leaders for the seafood industry. The highly competitive program has this year selected 18 participants, with Mr West being one of them.

Funded by Fisheries Research and Development Corporation (FRDC) and sponsored by the Sydney Fish Market (SFM), the NSILP commences on March 30, 2010 in Hobart and concludes with a graduation ceremony in September 2010 in Canberra.

Jill Briggs, from Rural Training Initiatives and Manager of the NSILP says the program provides essential skill development sessions and encourages program participants to implement leadership change at all levels of the seafood industry.

"It is are clear that we have people who aspire to lead their industry into a sustainable and productive future, but depending on the person involved, this varies from marking a significant impact at the small business level, right through to influencing federal decision making," Ms Briggs said.

"This makes for a very dynamic and complex process for the participants – this is not easy, but leadership isn't easy," she said.

Participants will attend three residential workshops over six months, which provide learning allows participants to apply their skills to a wide variety of areas, including involvement in regional development, industry association boards, government decision making, marine research initiatives and effective business management.

Sydney Fish Markets Managing Director Grahame Turk said Sydney Fish Market has been a proud sponsor of the National Seafood Industry Leadership Program since its inception and is proud to be involved in the program once again in 2010.

"This important program is vital for the growth and success of our industry as it provides a valuable pathway for our upcoming leaders to develop and nurture the necessary skills so that they may lead our industry into the future," Mr Turk said.

Further information about the program can be obtained by contacting Jill Briggs on 02 60357284 or via mobile on 040 945 5710, or via email at [jill@ruraltraininginitiatives.com.au](mailto:jill@ruraltraininginitiatives.com.au).

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