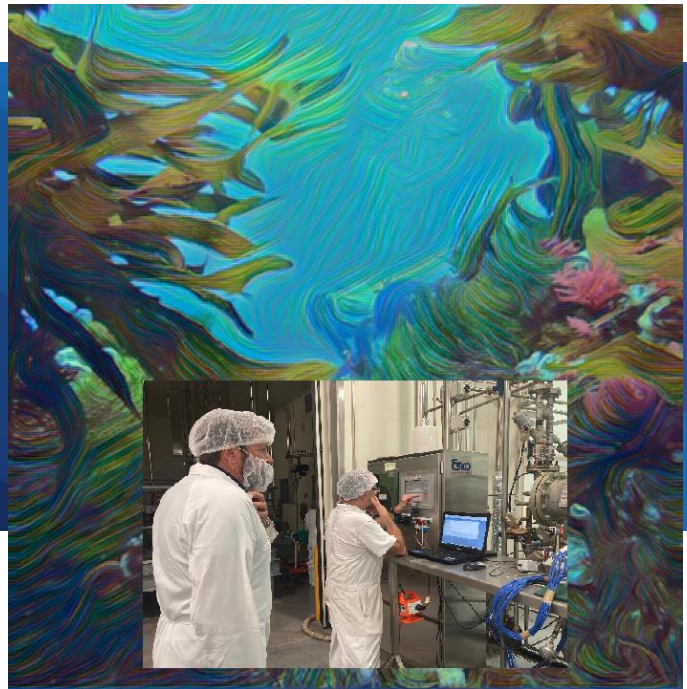




Success stories

Isis Seafoods Pty Ltd - Mallacoota

Time for a sea (food) change



Evolving business models

Dale Winward of Isis Seafoods has been involved in Mallacoota's seafood industry for most of his life. The Black Summer fires were a pivotal time in more ways than one. Dale decided to transition from his core business of contract diving for abalone to focus on more niche opportunities in seafood value-adding and eco-tourism.

Innovation

In the face of disruptions to domestic and international market conditions and changing consumer demands, Australian fisheries production value is declining and projected to remain highly uncertain (ABARES). There are also significant shifts in the tourism sector.

Dale thinks there has never been a better time to do things differently. "Mallacoota has amazing seafood, but it hasn't been readily accessible or recognisable for

Australian consumers nor visitors to our area." I see great opportunities for my integrated eco-tourism and seafood business to build more brand recognition for what our amazing part of the world has to offer and how that hopefully will also bring broader benefits for our community."

New product development

Dale has been experimenting with a novel value-added seafood product for some time in his home kitchen. With support from Dr Nicola Watts, Entrepreneurs' Programme – Strengthening Business Service, Dale has started processing trials at CSIRO's Food Innovation Centre at Werribee.

"It has been really reaffirming to see one quality product emerge that could be produced at scale - as well as another possibility that emerged simply through experimentation", says Dale. "Having Nicola's guidance in relation to developing and commercialising new products has been invaluable."

Translating ideas into action

Dale acknowledges that whilst he is naturally entrepreneurial, he values support for navigating the complexities of translating his ideas into action and successful business outcomes.

**"The ongoing support from the Entrepreneur's Programme has enabled me to make connections and plan for what is possible",
Dale Winward, Isis Seafoods**

"There are so many elements to be considered in moving forward, and I really value having someone who keeps me focussed on priorities and provides advice and connections. I am excited about the journey I am on and this unfolding new chapter of my business.