

# Want to decide on the most appropriate business model and strategy for a seafood related business concept or existing enterprise but don't know where to start?

**Module 3 of our Seafood Success Program (held in Perth) can help you with an active learning session where you can apply the theory of an idea or concept with a small cohort of like-minded individuals. Module 3 will also explore the preparation needed for a successful business plan. This session will be led by the talented Richard Thorning and Gabor Hernadi of the Curtin Centre for Entrepreneurship.**

Here is what some of the 2009 course participants are saying:

*"The course is definitely life changing – so much relevant information about how to approach ideas for new businesses, the right way. I'm very motivated by the provided material and keen to make the most of the chance to "mix it" with such great professional help. It's certainly a rare and valuable chance that I'm grabbing with both hands. This is the sort of help I've been struggling to find for a long time, particularly the last couple of years. I feel that my life is well primed to take/make a lot out of the course. This course is providing me with the clarity of thought to "select", "trim loose ends" and "focus" from a business perspective. Hopefully I'll be able to run from here with some good ideas and turn them into successful business outcomes that provide great value to the fishing industry."*

**David Sterling - Sterling Trawl Gear Services and Ella Mae Fishing Pty Ltd**

*As a new participant and entrant into the seafood industry, I have found it difficult to find the dedicated time to build on innovative ideas and step outside of what I have been doing to look at new and different ways to do business. Many great ideas never make it to the marketplace because entrepreneurs do not know the steps to take to accomplish this goal. Ensuring that products survive and prosper in a highly competitive marketplace requires informed decisions, careful planning and precise execution. I have learned many valuable skills that can translate into new business ventures, add to the strategy on the products I have been manufacturing and have enhanced my real-world personal skillset. "*

**Michelle Christoe - Sydney Fish Market**

## **I'm Interested Now What Do I Do?**

The Seafood CRC's Seafood Entrepreneurship course (Seafood Success) is designed to be completed over an 8 month period, with monthly residential sessions but it's not too late to join us if you are interested (you can even pick up the modules that you have missed or just attend one or two modules of interest)!

When? Friday 15th May (start time is 10am) - Sunday 17th May (finish time is around 3pm)

Where? Seasons of Perth, Pavilion Room (Ground Floor), 37 Pier Street, Perth WA 6000

Cost? Free to Seafood CRC Participants. If you are not a CRC Participant a small fee of \$55 (inc GST) will be required to cover catering costs if you plan to just attend Module 3. If you would like to attend the whole program, please contact Emily Downes on 08 8201 7652 or [emily.downes@seafoodcrc.com](mailto:emily.downes@seafoodcrc.com) to discuss.

RSVP or More Questions?  
Contact Emily Downes by Monday 11th May 2009



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