

MEDIA RELEASE

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SEAFOOD SERVICES AUSTRALIA REACCREDITED AS A DEVELOPER OF AUSTRALIAN STANDARDS

The Accreditation Board for Standards Development Organisations (ABSDO) has reaccredited Seafood Services Australia (SSA) as a developer of Australian Standards for a further three years.

SSA developed and maintains the *AS SSA 5300 Australian Fish Names Standard* which was published in 2007 and prescribes a standard fish name for each species of fish produced or traded in Australia.

Reaccreditation will allow SSA to continue to maintain and keep up-to-date the *Australian Fish Names Standard* as well as develop additional Australian Standards for the Australian seafood industry.

SSA has indicated it intends to develop seafood quality Standards and other Standards required and identified by stakeholders to further strengthen Australia's seafood industry.

"The decision to continue SSA's accreditation recognises the high level of compliance with the Requirements for Accreditation that SSA has achieved," Norm Crothers, Chairman of ABSDO said.

"SSA is a very well managed organisation which has put in place robust procedures to ensure that the Australian Fish Names Standard maintains the quality inherent in the Australian Standard brand and is strongly supported by all stakeholders including consumers, industry, government and regulators."

AS SSA 5300 delivers benefits that are consistent with the aims of industry, consumers and governments, including:

- Improved sustainability of fisheries resources (the use of consistent names by all stakeholders will enable more accurate fisheries monitoring and stock assessments).
- Improved industry profitability (increased efficiency in seafood marketing and consumer confidence).
- Reduced public health risks (more effective management of food safety and seafood related public health incidents).
- Reduced potential for misleading and deceptive conduct (more accurate trade descriptors enabling consumers to make more informed choices when purchasing seafood).

"This is a perfect example of an accredited Australian Standards developer meeting industry needs for the benefit of the Australian community," Mr Crothers said.

Becoming an accredited Standards Development Organisation also provides significant benefits to the accredited organisation.

"SSA has achieved enormous credibility and respect within the seafood industry as a result of the development of the Australian Fish Names Standard. This has enabled SSA to interact with industry and government at the highest levels and initiate and drive industry change.

"SSA has also achieved a world first with the Australian Fish Names Standard being the only such standard anywhere in the world. This has given SSA international attention with countries such as China and Spain considering the Australian approach," Mr Crothers said.

Following an independent audit conducted by ABSDO in March, SSA's reaccreditation was approved at the ABSDO Board Meeting in May.

[ENDS]

Further Information: Peter Engel, Executive Manager, ABSDO ph 02 6198 3330

FACT SHEET

Seafood Services Australia (SSA)

SSA was established in 2001 by the Fisheries Research and Development Corporation and the Australian seafood industry. The goal of Seafood Services Australia (SSA) is to enhance the profitability, international competitiveness, sustainability and resilience of the Australian seafood industry. SSA was first accredited as a developer of Australian Standards in March 2006.

The Standard

The *Australian Fish Names Standard (AS SSA 5300)* was prepared by Seafood Services Australia Limited. As an accredited Standards Development Organisation, Seafood Services Australia Limited develops and publishes seafood standards. *AS SSA 5300* was endorsed on behalf of the Council of Standards Australia on 16 July 2007. It was published on 30 October 2007.

The Australian Standard Fish Names List includes agreed names for over 600 commercially important domestic and imported species of fish, and over 4,000 domestic finfish.

The process of assigning these agreed names drew on the expertise of several of the world's best fisheries taxonomists and other key stakeholders.

The development and maintenance of this Standard is underpinned by rigorous procedures that have been agreed to by government, industry and other stakeholders over the last two decades and which are administered by SSA and its Fish Names Committee.

The Accreditation Board for Standards Development Organisations

The Accreditation Board for Standards Development Organisations (ABSDO) operates to encourage and accredit Standards Development Organisations (SDO) in Australia to produce internationally aligned Australian Standards®.

Accreditation ensures Australian Standards retain the quality inherent in the rigorous, transparent and internationally aligned development process. Although Standards Australia has a long history of developing voluntary Australian Standards, there are no formal or legal barriers to competition in the development of Australian Standards®.

ABSDO, established by the Council of Standards Australia, provides a valuable mechanism to ensure other SDOs in Australia are able to develop their own industry Standards and have these Standards recognised as Australian Standards.

ABSDO has accredited the following organisations:

- Standards Australia
- Australian Forestry Standard Limited
- Communications Alliance
- The Railway Industry Safety and Standards Board
- Seafood Services Australia