

Seafood Export Facilitator Service

Dear Seafood Industry Consultative Committee Members,

The Seafood Export Reform (SER) program is excited to announce that as of today (Wednesday, 1 December 2021), the department is officially launching the **Seafood Export Facilitator** (SEF) service.

How will the SEF help industry?

The purpose of the **SEF** is to provide support to existing registered export establishments, as well as potential exporters who are seeking to become registered exporters. For example, the **SEF** will be available to:

- work one-on-one with clients who are new to the export process
- provide assistance to potential exporters who are seeking to become registered exporters
- assist existing registered establishments and exporters who seek new markets in understanding importing country requirements and how best to navigate the complex process of country listings
- help registered establishments to add new products and make variations to their approved arrangements as well as advise on export processes and requirements to provide a more streamlined experience.

Who is the SEF?

Lisa McKenzie will be taking on the role of the **SEF**. Lisa has spent much of her career working in the seafood industry whether it be on fishing vessels, in seafood processing establishments, delivering seafood HACCP training, or in the state and commonwealth government.

How can the seafood industry contact the SEF?

A dedicated email address has been allocated for the facilitator so the seafood industry has a central point of contact

– SeafoodExportSupport@agriculture.gov.au. Establishments are welcome to contact the **SEF** if they have any questions about their services.

Where can I find more information?

You can find further information about the role of the SEF on the [Seafood Export Facilitator Support](#) webpage. Additional information is also included in [Industry Advice Notice 2021 – 11](#).

How can you promote the SEF?

Please feel free to forward this information to anyone who you think would be interested in these services. You can also provide the SeafoodExportSupport@agriculture.gov.au email address to the broader seafood export sector.

Kind regards,

Ana Groves

Senior Project and Policy Officer

Dairy, Eggs and Fish Export Program

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