



## Steering Committee Minutes

**Date:** 02 December 2020

**Location:** GoToWebinar

### Attendees:

0	HKSSC Chair	1	Technical Advisor (TA)
3	Secretariat	4	Steering Committee (SC)

### Agenda:

1. Workplan
2. Member meeting
3. Member communication
4. Recruitment
5. Website
6. TPB Report
7. AOB

### Summary of discussion:

#### 1. Workplan

- To be developed by the Technical Advisor and Secretariat, and approved by members
- To be presented to the Steering Committee before Christmas and have a meeting early January
- May consider doing less webinars and more relationship management
- Webinars to be timed / aligned with the new Seafood Risk Assessment website species profiles
- Recruitment and member fee will be included in the workplan

#### 2. Member meeting

- Date confirmed as 27th January (Wednesday)
- To be confirmed whether it is online or in-person

#### 3. Member communication

- Discussion of the usage of Whatsapp group or other communication apps



- Whatsapp to be used as a follow-up / reminder for emails as some members may miss the emails
- This was suggested by Secretariat and endorsed by some but not all members
- The TPB has suggested this platform as a member relationship management tool
- Engagement and response rate is higher generally with the extra group
- Low response rate leads to slow progress on key initiatives e.g. strategy development
- The Secretariat to set up a Whatsapp group and add Steering Committee and members
- Members can opt out

#### **4. Recruitment**

- Received interest from Metro in our online webinars and Secretariat and Technical Advisor arranged a follow up call. The Hong Kong office would need approval from headquarters in Germany to proceed
- Valuable for HKSSC to emphasize on the linkage of HKSSC to the risk assessment and make tangible benefits for members
- Secretariat to prioritise recruitment in 2021 and suggested to set quarterly targets
- Secretariat scheduled to speak with Food Made Good to explore possible leads and build relationship between organisations

#### **5. Website**

- Steering Committee to engage with Branding and Communications Working Group lead and website designer on the update of website
- Accessibility of the information on the website needs to be improved. For example:
  - Dedicated page for marketing and/or for webinars
  - Adding a calendar of events to the website
  - Linkage with Seafood Risk Assessment website
  - Updates from social media (LinkedIn)
- To check with designer for the fee and ideas of updating the website

#### **6. TPB Report**

- It is appropriate to have a slot for TPB to lead discussion in the member meeting
- The report is still waiting for members' feedback; the Secretariat will prompt members through the new Whatsapp group and email
- Secretariat to get TPB's feedback of joining the next member meeting



- Let members know the report will be discussed in the member meeting and will need their feedback ASAP

## **7. AOB**

- The Seafood Risk Assessment website is now up and running and webinar soft launch on 2 December attracted our largest audience to date (49 registrations)
- Meetings will be organised with two foundations in early January 2021 about the seafood tradeflow proposal
- Feedback and updates from Walmart Foundation is pending; Technical Advisor to follow up
- HKSSC to contact Minderoo Foundation; Secretariat has a contact and will connect TA
- In 2021, HKSSC will try to do Cantonese webinar - topic could focus on Choose Right Today. This may be a way to recruit more local members
- Next Steering Committee call will be on 7th January 2021 (Thursday)