



Outreach and Comms Working Group Minutes

Date: 20 Sept 2021

Location: Zoom

Attendees: Total number

3	Members	1	Technical Advisor
0	Observers	3	Steering Committee
2	Secretariat		

Agenda

1. Marketing / recruitment webinars and recruitment targets
2. Updated HKSSC materials
3. HKSSC promotional video
4. Social media presence and HKSSC at ReThink HK event
5. Identifying a member to chair the WG for 2022

1. Webinars

- Both English and Cantonese webinars focused on seafood ratings and certifications and the benefits of joining the HKSSC. Both garnered strong attendance. Companies have begun reaching out to HKSSC to enquire about membership
- A feedback survey will be sent to all attendees
- Speakers included HKSSC members, Steering Committee members, TA, Secretariat, wild catch researcher for the Seafood Risk Assessment project, and the Project Coordinator for Choose Right Today. The English webinar (Webinar 11) was moderated by The Purpose Business and the Cantonese webinar (Webinar 12) was moderated by Stan Shea, Choose Right Today / Steering Committee member.

<u>WEBINAR</u>	<u>REGISTERED</u>	<u>ATTENDED</u>	<u>ATTENDANCE RATE</u>
Webinar 11 (ENG)	79	51	65%
Webinar 12 (CANTONESE)	41	26	63%

Outreach and actions:

- Aim to have 10 new members by end of year
- Meetings have been set up with key players and other relevant attendees will also be contacted
- It was noted by one of the members that NWS Holdings has the link to the HK Convention Centre so relevant for membership as well



- It was decided that reaching out to ANZ (webinar attendee) is a good idea to determine interest in HKSSC

2. Updated HKSSC materials

- Three members provided feedback on the draft of the VCoC introductory text and FAQs to be featured on the HKSSC website
- New version of VCoC introductory text is now ready
- New versions of first step data collection tool and follow up questionnaire are ready; member support tool has also been updated

Action:

- M&C to test the supplier data collection materials
- Sands China may prefer a Chinese version to test, but will accept the revised English for now
- Indoguna Singapore to pass tool to Indoguna Lordly to focus on Hong Kong and Singapore products
- Translation needed; ELEVATE checking capacity, Renee Lam (ADMCF) can also support

3. HKSSC promotional video

- Storyboard developed
- Aim to complete in a few weeks
- Plan to do two versions; Eng and Cantonese
- HKSSC recruitment slide deck also to be revised with support from marketing person at ADMCF

Action: ADMCF to share storyboard of promotional video with working group

4. Social media presence and HKSSC at ReThink HK event

- LinkedIn remains the main channel to promote organisational goals (including news, webinars and events)
 - Total followers now 208 (40 more than last WG meeting)
 - New followers in month of July - 9
 - New followers in month of August - 22
 - New followers in month of September – 10
 - Thanks to O&C WG members who have invited contacts and included the HKSSC in their own personal LinkedIn profile page under work experience



- Two members (Richard Ekkebus - MOHG and Chris Hanselman - Pacific Rich Resources) will be presenting on the Green Monday ESG Summit panel: “A New Vision for Responsibly-Sourced Seafood”
- One member (Joshua Wong - Peninsula) will be speaking in two other panels; agreed to share info about HKSSC if possible

Action: ELEVATE to share promotional slides with HSH

5. Opportunity: Working Group chair position

- TA requested members to indicate interest to take up the position of working group chair in 2022; it was proposed that HSH will explore internally whether they can support.

Next meeting will be held on 22 November, 4pm HKT.