

Measuring performance

The impact and the effectiveness of the CEP Program will be measured against key performance indicators and reported to all levy payers annually.

The CEP Program includes regular consumer insight and supply chain partner surveys.

This will enable the Fisheries Research and Development Corporation to report on the progress towards achieving the CEP Program objective of an additional \$100 million industry value (cumulative) over a five year period.

A range of qualitative and quantitative performance measures will be used.

Qualitative performance measures

- Measures will include, but not limited to:
- ✓ the numbers of views, likes, followers and engagement across social media platforms
 - ✓ the recall of AWA branding after a targeted campaign
 - ✓ the numbers of sales referrals to supply chain partners and conversions made through the CEP Program activities.

Quantitative performance measures

The first year of the CEP program will establish the baseline for measuring performance. The baseline year will be determined by the AMAC, and will be dependent on when the proposed levy commences.

<p>Price Premium Index</p> <p>CHINA FARMED ABALONE</p>	<p>Price Premium Index</p> <p>PREMIUM SEAFOOD BASKET</p>	<p>Growth in Gross Value of Production</p> 	<p>Cumulative Increased Revenue</p> 
<p>At the end of each year the price premium achieved by Australian wild-caught abalone against Chinese farmed abalone will be reported to all levy payers.</p>	<p>At the end of each year the relative price positioning of Australian wild-caught abalone against other premium seafoods will be reported to all levy payers.</p>	<p>Growth in Gross Value of Production will be measured using the agreed baseline as a benchmark. The baseline will be established using the relevant ABARES Australian Fisheries and Aquaculture Statistics data.</p>	<p>Cumulative increased revenue will be calculated based on an agreed baseline using the relevant ABARES Australian Fisheries and Aquaculture Statistics data.</p>

Relevance of performance measures

Different performance measures are more or less useful under different market conditions. This is why a range of performance measures are proposed.

For example, the changes in volumes from Australia and other suppliers will impact on prices simply due to supply and demand forces. Typically, any increases in price due to lower supply are not enough to offset an overall loss in value, so a range of measures will be used to understand what has happened.

Table 3 summarises the market factors that will be considered when reporting performance.

KEY FOR TABLE 3

1. No change in Australian wild-caught volumes
2. Change in Australian wild-caught volumes
3. Change in abalone volumes from other regions
4. Consumers increasingly value wild seafood over farmed

TABLE 3: PERFORMANCE MEASURES AND MARKET CONDITION INDEX

Performance measure	Market conditions when index is	
	Useful	Less Useful
% growth in gross value of production	1	2
Price relative to China farmed abalone prices	1	2,3
Price relative to a premium seafood basket price	1,3,4	2
Price relative to other wild-caught abalone prices	1,2,3,4	
Sales referrals to AWA partner suppliers	1,2,3,4	
Sales conversions to AWA partner suppliers	1,2,3,4	

