

Intitiative 7b Improve domestic market access
Start Date: 1 November 2015
End Date: 15 December 2019

No	Milestone	No	Detailed activity	Responsibility	Planned start date (dd.mm.yyyy)	Planned end date (dd.mm.yyyy)	Length (in weeks)
1 Possible Marketing Events / Campaigns are Researched and Presented in a Calendar				AquaSA	11/1/2015	6/12/2016	
1.1			Research is done to maintain a calendar of potential end user marketing events in each province where aquaculture products can be showcased i.e. Good Food and Wine Shows, Festivals, etc	AquaSA	11/1/2015	12/27/2015	8.00
1.2			Research is done to maintain a calendar of potential media events / options available for aquaculture awareness campaigns i.e. Primedia, SABC, Multichoice, etc	AquaSA	11/1/2015	12/27/2015	8.00
1.3			Research is coordinated to promote aquaculture products through best practice in cookery	AquaSA	11/1/2015	6/12/2016	32.00
1.4			Research is done to maintain a calendar of campaigns with retailers who have an interest in supporting aquaculture growth, development and transformation e.g. Woolworths, Pick n' Pay, MassMart, Shoprite/Checkers, BIDVEST, Ocean Basket, John Dory's, Cape Town Fish Market	AquaSA	11/1/2015	6/12/2016	32.00
2 An Innovative Marketing Programme is Designed				AquaSA, AVCRT	6/12/2016	9/11/2016	
2.1			The most appropriate marketing channel/s for each aquaculture product is agreed to	AquaSA	6/12/2016	6/26/2016	2.00
2.2			Event organisers are introduced to aquaculture and the costs and benefits of participation are calculated	AquaSA	6/26/2016	7/24/2016	4.00
2.3			Marketing drives are designed to fit the budget and meet targets	AquaSA	7/24/2016	8/7/2016	2.00
2.4			AquaSA engages with buyers at selected retailers to update them on the status of aquaculture developments in SA, to introduce potential products and to gain an understanding of their needs and standards.	AquaSA	8/7/2016	8/21/2016	2.00
2.5			AquaSA drafts a marketing budget for each producer association and their relevant products i.e. Mussels, Kob, Trout/Salmon, etc	AquaSA	8/21/2016	8/28/2016	1.00
2.6			A draft marketing strategy is distributed to producer associations for review and comment	AquaSA, AVCRT	8/28/2016	9/4/2016	1.00
2.7			The Department of Health, Trade and Industry, Science and Technology, Education and Agriculture advise on how to increase awareness of aquaculture by communities	AquaSA	8/28/2016	9/4/2016	1.00

2.8 A final marketing strategy is accepted by AquaSA	AquaSA	9/4/2016	9/11/2016	1.00
3 AquaSA Secures Co-Funding for the Marketing Programme	AquaSA	9/11/2016	9/25/2016	
3.1 The marketing strategy budget is split into AquaSA funded lines and other lines	AquaSA	9/11/2016	9/18/2016	1.00
3.2 An co-insurance application is submitted to the DTI's Sector Specific Assistance Scheme and approved	AquaSA, DTI	9/18/2016	9/25/2016	1.00

4 Preparations for Events and Campaigns are Completed (Process Repeats for each Instance)		AquaSA	9/25/2016	12/15/2019	
4.1	Producer associations define the products they want to have showcased, when and where	AquaSA	9/25/2016	12/15/2019	2.00
4.2	Emerging producers are subsidised so that they are included	AquaSA	9/25/2016	12/15/2019	2.00
4.3	AquaSA applies to participate in key marketing channels on behalf of producers	AquaSA	10/9/2016	12/15/2019	3.00
4.4	An action plan is defined to coordinate involvement and logistical arrangements	AquaSA	10/30/2016	12/15/2019	1.00
4.5	The action plan is resourced with budgets, staff, products and systems to provide consumer feedback	AquaSA	11/6/2016	12/15/2019	1.00
5 A 3-Year Event and Campaign Programme is Implemented (Process Repeats for each Instance)		AquaSA	11/13/2016	12/15/2019	
5.1	AquaSA coordinates logistics w.r.t. transport, accommodation, flights, facilitation, etc.	AquaSA	11/13/2016	12/15/2019	1.00
5.2	AquaSA monitors participation in events / campaigns etc	AquaSA	11/13/2016	12/15/2019	1.00
5.3	AquaSA reviews the impact of events and campaigns	AquaSA	11/13/2016	12/15/2019	2.00
5.4	AquaSA incorporates the cost and impact of marketing events / campaigns into its Annual Growth and Transformation Report	AquaSA	11/13/2016	12/15/2019	2.00