
Impressions of a new industry entrant

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2019 NSW OYSTER CONFERENCE





Agenda

- * Market Overview
- * Economy
- * Opportunity
- * Challenges
- * Buzzwords
- * Strategies



Oyster Industry

Small number of oyster Farmers in NSW

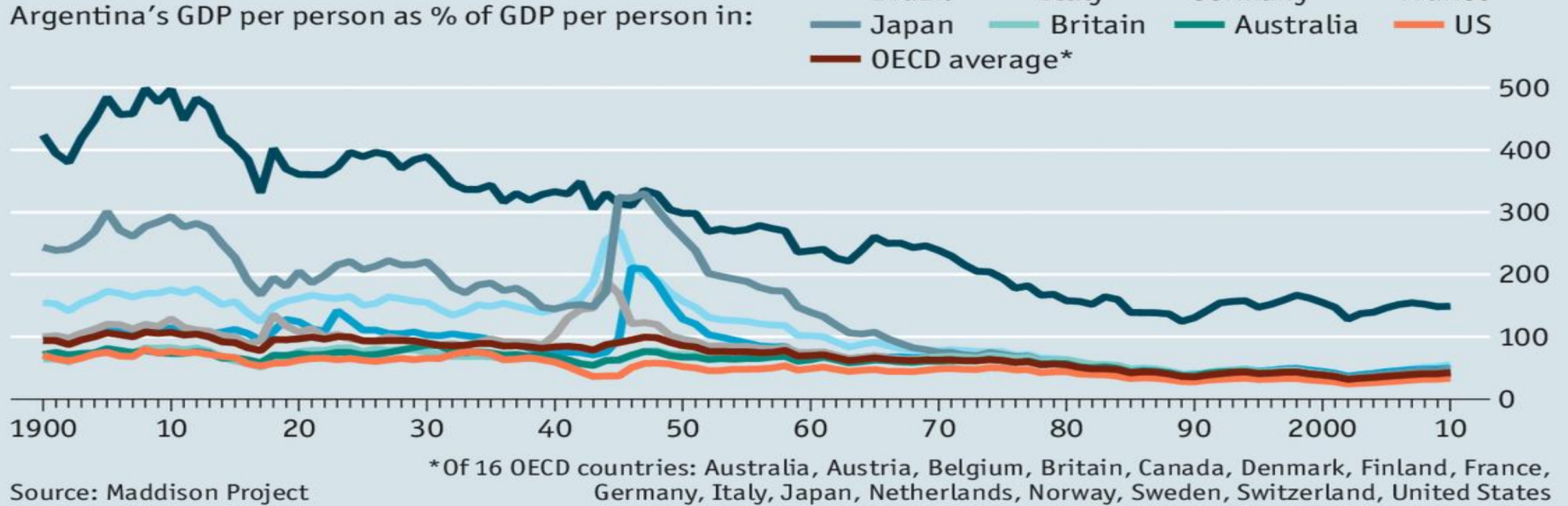
2 Major Outbreaks of QX and POMS

New lines of Credit

New Industry ? Or old industry that started to Establish itself ?

Choices of species Pacific, Sydney Rock , Angassi





“Today's GDP figures show the economy is sputtering along, GDP growth of 0.2% is very poor” says Richard Holden from the UNSW Business School.

The ability of Australia's economy to avoid recession for 27 years is great, but figures show that we've now entered an effective recession in Australia, with GDP per capita shrinking in 2018/2019. With 3/4 of negative growth – that's a recession on a per capita basis – and the figures show a large part of that is consumer spending, growing at only 0.4 per cent in Q4. It's a huge slice of the economy at almost 60 per cent of GDP, but it has stalled.”

Growth is negative

INSTABILITY = OPORTUNITY

↗.

↗ Political / Economical instability CAN have a great impact on business and it may make them, reluctant to invest enter in new capital or enter new markets. It may even encourage relocation of activities to a more stable and predictable area as owners hate risk! Political/ economical instability in an area where a firm operates will mean that the firm has to be very flexible and adaptable; ready to change their operations at very short notice to reflect changes in the political environment. This conditions are an Entrepreneur Dream.



- ❖ REGULATIONS
- ❖ ORGANIZATIONS
- ❖ CHANGE OF PROCEDURES
- ❖ AUTOMATIZATION
- ❖ CENTRALIZATION
- ❖ LANGUAGE
- ❖ PROCESSES
- ❖ WATER QUALITY
- ❖ REAL STATE PRESSURE
- ❖ LINES OF CREDIT
- ❖ LABOUR COST
- ❖ LABOUR INTEREST
- ❖ TECHNOLOGY
- ❖ PRICE SETTING

buzzword

/ˈbʌzwɜːd/

noun

INFORMAL

plural noun: **buzzwords**

1. a word or phrase, often an item of jargon, that is fashionable at a particular time or in a particular context.

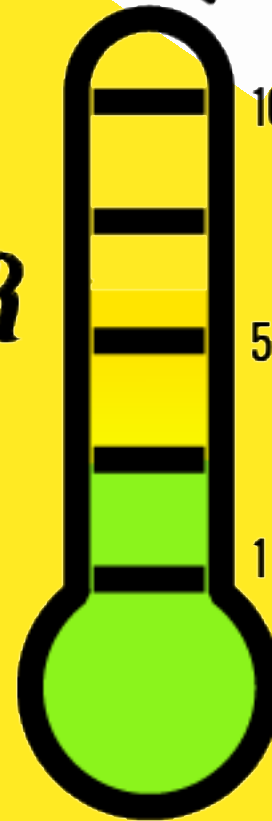
PROVENANCE



THE MARKETING
BUZZWORD

BUZZMETER

WHICH WORDS NEED
TO HIT THE ROAD?



10 = YOU'RE
FIRED!

5 = ANNOYING

1 = HARMLESS



OPERATION



FINANCE



60%

75%

30%



COMPETITOR?

VISION MARKETING

GOALS SETTING

STRATEGY

BUSINESS

PLAN

TEAMWORK

SERVICE



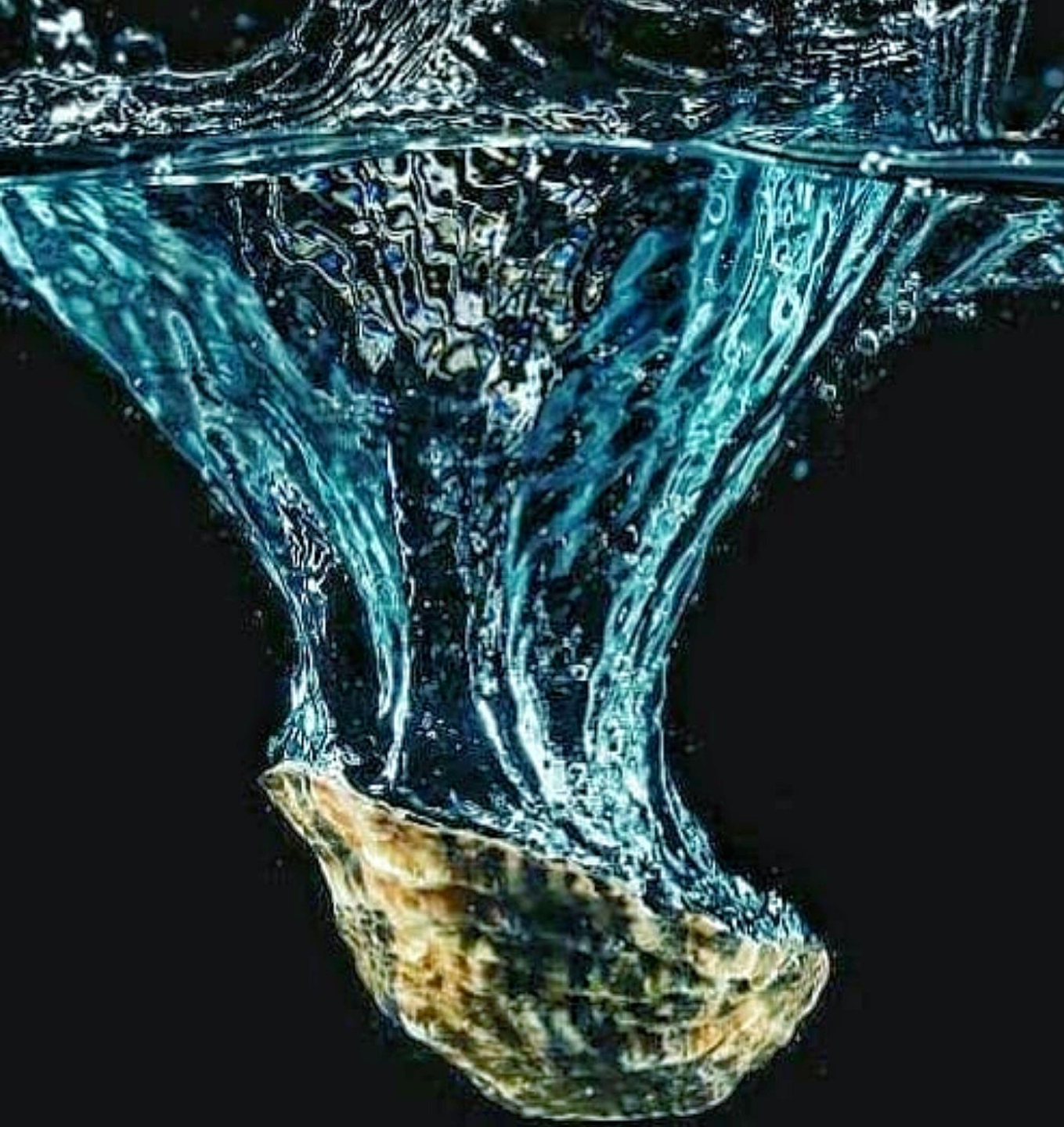
RISK CONTROL

success

RESEARCH

GROWTH





SPECIAL
THANK YOU

