



**Doug Parkinson, MLC**

Leader of the Government in the  
Legislative Council

Friday, 15 August 2008

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## **Innovative Tasmanian Company Wins State Government Commercialisation Award**

Tasmania's renowned seafood company, Spring Bay Seafoods, is this year's winner of the State Government's \$5,000 © - STAR Award.

Doug Parkinson, Leader of the Government in the Legislative Council, today presented the award for commercialising science technology and research to the company at a ceremony at the CSIRO Marine and Atmospheric Research Centre in Hobart.

"Spring Bay Seafoods is a prime example of how investment into research and development can result in a product that is able to penetrate a larger, more substantial market," Mr Parkinson said.

"Building on advances in modified atmosphere packaging implemented by other companies, Spring Bay Seafoods have developed a unique method for packaging live chilled Tasmanian mussels.

"The mussels are kept alive and fresh in a specially designed oxygen-rich atmosphere for nine days from their harvest date.

"The new packaging enables the mussels to stay fresh for longer, improving customer and distributor convenience.

"The © - STAR Award judges were impressed with Spring Bay Seafoods investment in R & D and the company's work to achieve rapid sales growth and market penetration since the product was launched earlier this year.

"The company's products, processes and packaging are closely aligned with Tasmania's clean, green brand," Mr Parkinson said.

"Tasmania's future depends on creating high-value products, processes and services, and doing this faster and better than our competitors.

"It is creative people and innovative thinkers that will drive the growth of our economy into the future.

The © - STAR Award was developed by the State Government in conjunction with the Tasmanian Science and Technology Council to recognise and reward individuals and organisations that have developed an innovative product, process or service and the drive shown to commercialise it.

The 2008 © - STAR Award Finalists were

- Tasmanian Institute for Agricultural Research (TIAR)
- Healthcare Software Pty Ltd
- Irrisys Pty Ltd
- Spring Bay Seafoods Pty Ltd
- ICS Multimedia Pty Ltd.

For more information on:

Spring Bay Seafoods: [www.springbayseafoods.com.au](http://www.springbayseafoods.com.au)

The © - STAR Award: [www.development.tas.gov.au/innovation/grants.html](http://www.development.tas.gov.au/innovation/grants.html)

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