Phase 2: Marketing program for Tasmanian wild abalone

Lead Agency: Tasmanian Abalone Council Limited (TACL)
Funding: $75,000.00
Start Date: 29 May 2026 End Date: 28 February 2027
Status: CURRENT

Aims and Objectives:

This project is the second stage in the Tasmanian Wild Abalone Demand Recovery & Market Activation Program which aims to rebuild market value for Tasmanian wild abalone.

The aim of Phase 2 is to convert the brand foundations and digital momentum built in Stage 1 into targeted market activation, deepening demand for Wild Abalone Tasmania among premium Chinese consumers and the food service sector.

This project will invest in building awareness of, and consideration for, Tasmanian wild abalone among Chinese buyers and the food service trade with the aim of rebuilding the premium price position of Tasmanian wild-caught blacklip abalone in the Chinese market, to generate improved financial returns for the industry.

The Tasmanian Wild Abalone project will be delivered through a collaborative partnership between project lead and Honey & Fox. Each brings distinct but complementary expertise to ensure the successful development and execution of the market education campaign.

The key objective is to scale and sharpen the TAC-owned social media program on WeChat and Rednote, focused on reaching consumers and buyers most likely to seek out, specify, and pay a premium for Wild Abalone Tasmania. This will be achieved by putting the story in front of the right audience consistently, giving them the information they need to trust the product, and creating clear pathways for them to act on that interest.

Targeting will be grounded in the four consumer segments defined through Stage 1 research: the Traditionalist, the Modern Millennial, the Young Explorer and the Chef Innovator. Each segment engages differently across platforms, and content formats need to be matched to where each audience spends attention and what earns their trust. Our approach is to continue to learn about what those consumer groups respond positively to and then create more information and education resources around those.