



Australian Government

Country of origin labelling (CoOL) for **seafood** in hospitality settings

Resource kit

July 2025



business.gov.au/
seafoodlabels

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Content contained herein should be attributed as *Australian Government Country of origin labelling (CoOL) for seafood in hospitality settings - Resource kit*.

Disclaimer

The purpose of this publication is to provide key information, messages, and links related to the new consumer standard for country of origin labelling of seafood in hospitality settings.

The Commonwealth as represented by the Department of Industry, Science and Resources has exercised due care and skill in the preparation and compilation of the information in this publication.

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Country of origin labelling (CoOL) for **seafood** in hospitality settings

Resource kit

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Introduction to CoOL for seafood

The Australian Government is seeking your help to inform hospitality businesses they must start labelling the origin of any seafood they serve from **1 July 2026**.

Hospitality businesses must display an (A) for Australian, (I) for imported, or (M) for mixed origin, known as the **AIM model**, on their menus or boards for all seafood dishes. This will apply to a range of hospitality venues including restaurants, cafes, takeaways, clubs, pubs, hotels and food trucks.

Why are we making these changes?

By implementing the new information standard for seafood in hospitality settings, consumers will be able to make more informed decisions about the food they choose.

It will make it easier for consumers to decide whether to choose dishes that contain Australian, imported or mixed sources of seafood.

Key messages

- Businesses can now start labelling the origin of the seafood they use in dishes using the AIM model.
- These changes will make it easier for consumers to be informed about what dishes contain Australian, imported or mixed sources of seafood.
- These labelling changes will become mandatory from 1 July 2026.
- Labelling applies to seafood dishes served for immediate consumption.
 - Immediate consumption means the food is ready to eat as soon as a customer receives it.
 - It doesn't matter if they eat the seafood on the business premises, take it away or it is home delivered, it must still be labelled.
- The AIM model involves adding a letter to each dish containing seafood, using an (A) for Australian, (I) for imported or (M) for mixed origin.
- The AIM model is the simplest option and received the highest level of support from stakeholders. It makes the labelling consistent and reliable, while minimising burden on businesses.
- If you prefer, you can use more detailed text instead of a single letter. The text must include the word 'Australian', 'imported' or 'mixed'. For example:
 - Australian seafood
 - imported seafood
 - contains seafood of mixed origin.
- These labelling changes will apply to most hospitality venues that sell seafood. This includes restaurants, cafés, takeaways, clubs, pubs, hotels and food trucks.
- To check if labelling applies to your business and how to comply with the law, see business.gov.au/seafoodlabels.

What is included in this kit?

In this resource kit you will find a range of materials you can distribute across your internal and if applicable, external audiences. This includes:

- Explanatory animation
- Posters
- Newsletter content
- Social media content
- Steps to compliance
- Further information and links.

Explanatory animation

This animation is aimed at businesses to explain what changes are coming.

Share [this animation](#) across a range of digital platforms, including in your next newsletter or on your website.



Posters

Our posters outline when the country of origin labelling changes will be mandatory, as well as how to display this information. They can help staff understand and follow the labelling rules. We have created a variety of posters so you can share the most relevant with your network. We have attached some samples as part of this pack.

Posters can also be downloaded from the business.gov.au site.

 Australian Government

From **1 July 2026** hospitality businesses will be required to use the AIM model to label their **seafood**

 Learn how the new country of origin food labelling works at business.gov.au/seafoodlabels



Legends must be available on menus and/or display boards.

A
Use an A to indicate the seafood is from **Australia**

I
Use an I to indicate the seafood is **imported**

M
Use an M to indicate the seafood is of **mixed** (Australian and imported) origin

Poster examples (cont.)



Australian Government

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Use an A to indicate the seafood is from Australia

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Use an I to indicate the seafood is imported

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Legends must be available on menus and/or display boards.

A
Use an A to indicate the seafood is from Australia

I
Use an I to indicate the seafood is imported

M
Use an M to indicate the seafood is of mixed (Australian and imported) origin

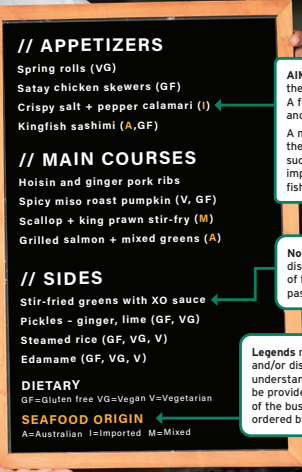


Australian Government

Learn about country of origin labelling for **seafood** in hospitality



For detailed information on approved seafood labelling options, visit business.gov.au/seafoodlabels



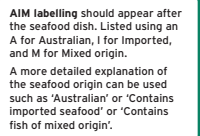
// APPETIZERS
Spring rolls (VG)
Satay chicken skewers (GF)
Crispy salt + pepper calamari (I)
Kingfish sashimi (A,GF)

// MAIN COURSES
Hoisin and ginger pork ribs
Spicy miso roast pumpkin (V, GF)
Scallop + king prawn stir-try (M)
Grilled salmon + mixed greens (A)

// SIDES
Stir-fried greens with XO sauce
Pickles - ginger, lime (GF, VG)
Steamed rice (GF, VG, V)
Edamame (GF, VG, V)

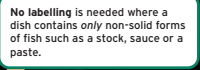
DIETARY
GF=Gluten free VG=Vegan V=Vegetarian

SEAFOOD ORIGIN
A=Australian I=Imported M=Mixed

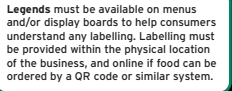


AIM labelling should appear after the seafood dish. Listed using an A for Australian, I for Imported, and M for Mixed origin.


A more detailed explanation of the seafood origin can be used such as 'Australian' or 'Contains imported seafood' or 'Contains fish of mixed origin'.



No labelling is needed where a dish contains only non-solid forms of fish such as a stock, sauce or a paste.



Legends must be available on menus and/or display boards to help consumers understand any labelling. Labelling must be provided within the physical location of the business, and online if food can be ordered by a QR code or similar system.





Australian Government

Is all the **seafood** you serve Australian?



Learn how the new country of origin food labelling works at business.gov.au/seafoodlabels





All Australian-sourced seafood

Prawn Cutlets (tail-on)

Squid & Prawn combo

Popcorn Prawns (tail-off)

Prawn Cocktail

The statement must be available on menus and/or display boards.

Newsletters

Newsletter banner

This email pack includes a selection of banners designed for use in newsletters and news articles.



Newsletter content

You may use the content provided below to inform communications materials for your stakeholders.

You are welcome to update the tone and style to suit your organisation's platforms.

Content #1

Changes to country of origin labelling for seafood in hospitality settings are here.
Is your business ready?

From 1 July 2026, the new labelling rules will require hospitality businesses to label dishes containing seafood with country of origin information.

By implementing the new information standard, consumers will be able to make more informed decisions about the seafood they choose to eat.

The new labelling system is called the AIM model which involves marking each seafood dish as either Australian (A), imported (I) or of mixed origin (M). It is the simplest method of labelling and minimises any additional work required by businesses.

The transition period has started. This allows time for all hospitality businesses to get ready to comply with the new information standard for seafood dishes. We recommend all businesses start the process to change their labelling now. If you need help to decide the best labelling option for your business, please reach out to the Australian Consumer Law regulator in your State or Territory in the first instance.

For further information about country of origin labelling for seafood in hospitality settings, see business.gov.au/seafoodlabels.

Content #2

If you are a hospitality business that sells dishes containing seafood to the public, this information is for you.

From 1 July 2026, hospitality businesses must have the new country of origin labelling information on seafood dishes.

Businesses will need to label dishes containing seafood with origin information using the following labelling system:

(A) Australian

(I) Imported

(M) Mixed origin.

This method helps to keep labelling as simple as possible, limiting the disruption to your day-to-day operations.

For information on what this means for your business go to business.gov.au/seafoodlabels.

Start labelling today.

Content #3

Do you know about the new country of origin labelling for seafood in hospitality settings? This includes dishes sold at venues such as restaurants, takeaways, food trucks, clubs, hotels and pubs.

These laws will come into effect from 1 July 2026.

The new labelling is for seafood dishes that are supplied for immediate consumption - but what exactly does this mean for businesses?

The AIM labelling model uses (A) for Australian, (I) for Imported or (M) for Mixed origin. AIM labelling will apply to seafood that is meant to be eaten right away, not stored for a later date. Examples include:

- fish and chips from a café
- a takeaway seafood pizza
- surf and turf from a pub or club
- seafood pasta from a food truck
- fish tacos from a market food stall
- barramundi fillet with fries from a hotel (e.g. room service).

For further information about country of origin labelling for seafood in hospitality settings, see business.gov.au/seafoodlabels.

Social media content

You can follow and share updates from the Department of Industry, Science and Resources social media channels: [Facebook](#) and [LinkedIn](#).

And the business.gov.au social media channels: [Facebook](#), [LinkedIn](#) and [Instagram](#).

Below are some suggested posts for your own channels. Social media tiles are attached as part of this email pack.

Facebook/LinkedIn

Country of origin labelling laws for seafood in hospitality settings are here.

If you are a hospitality business selling dishes that contain seafood, you can start labelling the origin of the seafood you serve using the AIM model.

These changes will become mandatory from 1 July 2026.

By labelling the country of origin of the seafood you serve, you will be offering consumers a clearer choice when deciding what to eat.

For further information visit business.gov.au/seafoodlabels

#CountryOfOriginLabeling #seafood #hospitality

Learn about country of origin
labelling for **seafood** in
hospitality settings



Instagram

Country of origin labelling for seafood in hospitality settings will be mandatory from 1 July 2026. Are you ready?



Steps to compliance

Ensure your stakeholders know how to implement the seafood labelling for their business.

We have [prepared some simple steps](#) on the business.gov.au site.

Want to know **more**?

The following links contain the information you and your stakeholders need to know about:

- [**Business guidance material**](#)
- [**Policy information**](#)
- **Rules and regulations**
 - [**Information standard**](#)
 - [**Explanatory statement**](#)



**business.gov.au/
seafoodlabels**



**business.gov.au/
seafoodlabels**