



## **Kelly Morgan**

Morgans in Mackay began in 2006 as a humble roadside seafood venture started by Kelly Morgan, wife of commercial 3<sup>rd</sup> generation reef line fisherman Andrew.

Andrew and Kelly own and operate F.V Vision a 5 dory tender reef line boat out of Mackay harbour. Kelly volunteers her time to both the Queensland Seafood Industry Association Line Committee and Queensland Catch development committees.

Morgans flourished with Kelly's dedication to selling only fresh locally caught seafood with obvious passion to supporting her now beloved Queensland seafood industry.

Within 18 months Kelly opened her first store Morgans Fish Market in Mackay and the business began to thrive. Morgans moved to a bigger premises at North Mackay and added a Fish and Chip takeaway section to the fresh seafood retail store. Continuing on with a dedication to supporting the local fishing Industry Morgans only sold the best and freshest quality Fish and Chips using fresh Spanish mackerel as fish of the day and Red Throat Emperor being a local favourite.

By 2015 Morgans had expanded to 3 stores across Mackay and are the leading Fish and Chip retailer in Mackay. Winning the Qld Seafood Industry award in 2015 put Morgans into the running for the best Fish and Chip award at the National Seafood Industry awards held in Perth in 2015. Kelly was ecstatic to win at the National awards and could not have been prouder to represent Queensland and win the award for her state.