



Contact details for ACPF

This project supported by the
Fisheries Research &
Development Corporation



Australian Council of Prawn Fisheries

Strategic Plan 2016-20

Mission

To support Members in ongoing responsible sustainable production of high quality prawns from healthy productive marine ecosystems by a professional, cooperative and profitable industry, respected and valued by the Australian community.

Vision

Australian wild catch prawn fisheries will continue to:

- Offer safe, high quality products that attract discerning local and overseas consumers
- Be environmentally sustainable resource managers using accredited practices
- Enjoy the public's high awareness of our provenance and endorsement for our quality
- Be operated by professional fishermen who are respected in their communities
- Build relations with chain and investment partners to leverage fishery and harvest value
- Be profitable based on well run businesses and fair prices.

Goal 1 Promotion

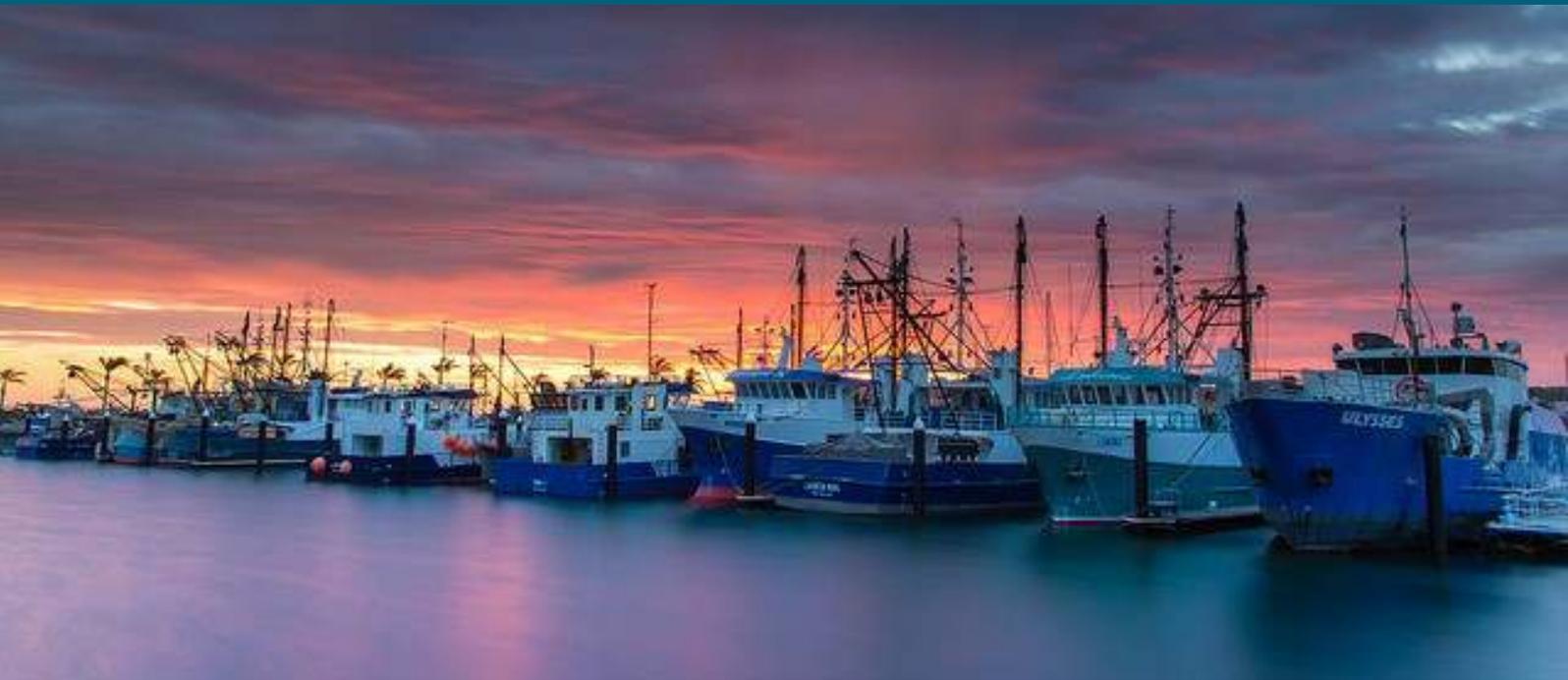
- Effective and targeted national promotion of Australian wild catch prawns to consumers
- Informed public and stakeholder endorsement of the values and professional contribution to Australia from its wild catch prawn fisheries.

Goal 2. Research, Development & Extension

A professionally managed and well funded national RD&E program that:

- Develops and enacts a stakeholder-driven 5 year RD&E Plan
- Prioritises needs against the five strategies of the Strategic Plan
- Leverages IPA funds against other available investments for common priority areas
- Promotes the adoption of RD&E outputs to realise outcomes for prawn fisheries
- Ensures equitable sharing of RD & E resources and outputs across the ACPF members





Competitive Advantage

ACPF Fisheries possess a unique and compelling competitive advantage—our product is wild caught, clean green, Australian, harvested from resources that are proven sustainable, and endorsed by government regulators. We have a proud track record of achievement at all levels. We intend to leverage these attributes in our targeted offer to consumers, locally and overseas.



Strategies

The Australian Council of Prawn Fisheries will pursue five Strategies to 2020.

Strategy 1. Consistent and stable gains in prawn prices

Achieve a 20% real increase in beach prices for Australian wild catch prawns over the 10 year period to 2025.

Strategy 2. Real increases in harvest and prawn supply chain efficiency

Achieve real gains in prawn harvest and supply chain KPIs, across operations, safety, and cost effectiveness.

Strategy 3. Real increases in consumer awareness of Australian wild catch prawns

Improve the public's image of ACPF fisheries, evidenced by rising consumer demand and prices, and awareness for LAP and other industry programs.



Strategy 4. Secure fishery access based on minimal impact on the marine environment and continual improvement in resource sustainability

Confirm evidence of community and regulatory support for environmental management issues that ACPF can influence.

Strategy 5. Respected and professional leadership supported by appropriate organisational resources

Member support for a strong ACPF and efficient RD&E investment platform.



Strategy 1.

Consistent and stable gains in prawn prices

Achieve a 20% real increase in beach prices for Australian wild catch prawns over the 10 year period to 2025.

Action 1. Promote Australian wild prawns to targeted consumer markets, including via the Love Australian Prawns (LAP) program and other ACPF initiatives.

Action 2. Collate, analyse and communicate KPIs about prawn supply, quality and market data to ACPF Members every 6 months.

Action 3. Implement and invest in RD&E prawn market and supply initiatives to monitor and enhance beach price and margin data received by ACPF Members.



Strategy 2.

Real increases in harvest and prawn chain efficiency

Achieve real gains in prawn harvest and supply chain KPIs, across operational efficiency, employee welfare, and cost effectiveness.

Action 1. Establish RD&E initiatives to track, communicate and improve prawn fleet vessel and harvest efficiency, including energy and freezing efficiency.

Action 2. Work with Members to implement RD&E that increases personnel welfare and industry productivity, through training and leadership development.

Action 3. Implement and engage Members in a postharvest efficiency program to:

- Enhance fishery wide product handling and food safety standards
- Promote use of standard value adding techniques and new technologies
- Encourage chain investment in product traceability and integrity systems.

Strategy 3.

Real increases in consumer awareness of Australian wild catch prawns

Improve the public's image of ACPF fisheries, evidenced by rising consumer demand and prices, and awareness of LAP and other industry programs.

Action 1. Enhance and leverage the image of the sector and its products through engagement with consumers, and on the back of the LAP program.

Action 2. Commission research to understand and enhance consumers' image of wild caught prawns and related fishery provenance and product credence opportunities.

Action 3. Actively lead and engage fishers and employees to promote their wild catch sector as a proud, sustainable and professional supplier of world class seafood.

Strategy 4.

Secure fishery access based on minimal impact on the marine environment, and continual improvement in resource sustainability

Confirm evidence of community and regulatory support for environmental management issues that ACPF can influence.

Action 1. Understand, design and implement a program with specific KPIs to manage, communicate and reduce the carbon footprint of Australian prawn fisheries.

Action 2. Monitor and communicate ACPF fisheries' compliance with EPBC certification.

Action 3. Work with ACPF Members and fishers to implement KPIs to monitor and manage:

- Bycatch rates and reduction initiatives
- Use of 2nd and 3rd party accreditations of prawn fishery performance
- Use and benefits of environmental certification to minimise marine impacts
- Actions that demonstrate to the public our Members' social license to operate.

Action 4. Engage and inform Members, FRDC, agencies and the public regarding initiatives and trends related to the sustainability of Australian prawn fisheries.



Strategy 5.

Respected and professional ACPF leadership supported by appropriate organisational resources

Member support for a strong ACPF and efficient RD&E investment platform.

Action 1. Maintain a clear and equitable national governance framework that:

- Provides strong and cohesive leadership to all Members at a national level
- Clarifies roles duties and responsibilities for Board, Committees and Executives
- Identifies, fosters and appoints emerging leaders across the various ACPF roles
- Rewards efficient and cost-effective organisational resilience and outcomes.

Action 2. Develop the leadership aspirations and career expectations of ACPF people *(FRDC request)*

- Identify and support new wild prawn sector candidates in career development
- Co-invest in selected national and sector leadership development programs including ARLP, NSILP and Nuffield Australia.

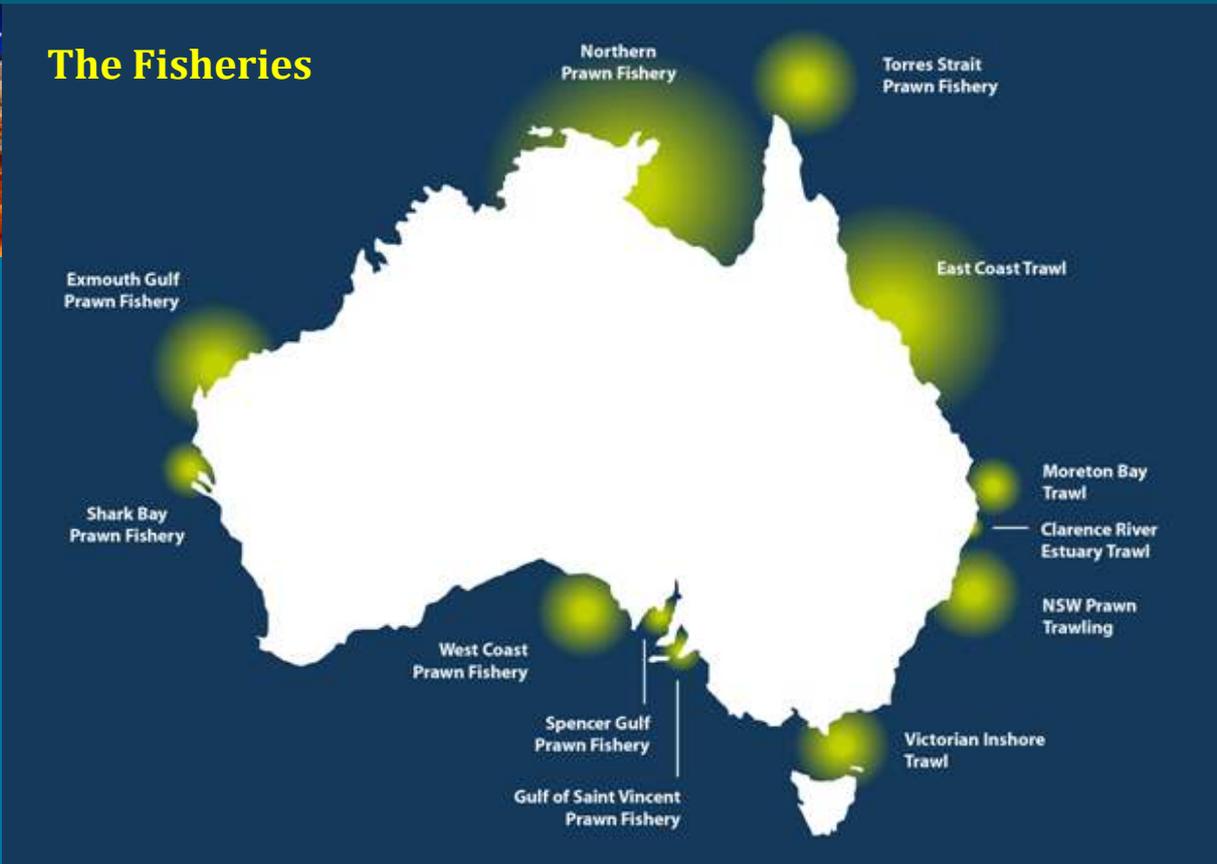
Action 3. Implement a Communication and Public Relations Plan that:

- Presents ACPF as the national voice for the professional wild catch prawn sector
- Engages Members and internal stakeholders to represent their national issues
- Documents and communicates the value created by the wild prawn sector
- Represents Members in dialogue with the broader seafood industry, other marine resource users, FRDC, agencies, NGOs, and other external stakeholders.

Action 4. Maintain a Business Plan that ensures adequate funds and resources are available to support a professional ACPF, the LAP program, and invest in priority RD&E via an IPA.



The Fisheries



The Seafood Value Chain

ACPF FISHERIES

Commonwealth	Northern Prawn Torres Strait Prawn	21,139t. GVP \$274m
NSW Fisheries	Estuary General Estuary Prawn Ocean Trawl	
QLD Fisheries	East Coast Otter Trawl River & Inshore Beam	
VIC Fisheries	Inshore Trawl	
SA Fisheries	Gulf St Vincent Prawn Spencer Gulf Prawn West Coast Prawn	
WA Fisheries	Broome Prawn Exmouth Gulf Prawn Kimberley Prawn Nickol Bay Prawn Onslow Prawn Shark Bay Prawn	

EXPORT MARKETS

- 7,055t. GVP \$101m
- Frozen - 6,956t. GVP \$99m
- Unfrozen - 1t. GVP \$170,000
- Prep. / preserved - 98t. GVP \$2m

DOMESTIC MARKETS

- Estimated net supply 67,400t.
- Estimated @ 2.8Kg per capita

AUSTRALIAN FARMED PRAWNS 3,774t. GVP \$64m

IMPORTED PRAWNS Frozen 25,863t. Landed \$340m
Preserved 12,808t. Landed \$155m

