Australian Council of Prawn Fisheries

2021-2026 Strategic Plan

VISION

We catch and market Australia's best prawns.

By 2026, our members will be:

- The preferred suppliers of premium prawns to discerning consumers
- Celebrated for our stewardship and sustainable, ethical use of marine resources
- Profitable based on well run businesses and fair prices
- Respected as professional fishing families and businesses
- Leaders and employers of choice in the seafood industry

MISSION

To support Members to catch and market premium wild prawns from sustainable fisheries and healthy marine ecosystems, using skilled people, best practices and leading technologies. The ACPF will lead a professional, safe, united and profitable industry, respected and valued by Australians.

VALUES

Environment
Healthy sustainable fisheries

Community
Social license earned through honesty and proud achievements

People
A culture that supports, listens respects, promotes, and values people

Products
Sustainable, safe, delicious and nutritious seafood

Businesses
Thriving businesses investing in best practices & technologies

Leadership
Active engagement with people aspiring to be their best

Industry Unity
A single clear professional voice to inform, consult and represent members

sustainable

natural

taste

differentiate

niche

community

perception

The Australian wild prawn sector caught approximately 17,460T in 2019-20 with an approximate Gross Value Production (GVP) of $233M.

Australia's Wild Prawns are caught in 14 commercial prawn trawl fisheries by a combination of incorporated companies, vertically integrated businesses and family-run dual/single boat owners. The industry is supported by an extensive system of downstream businesses, often around major regional ports, including engineering, packaging, fuel and freight, marketing, processing and supply chain businesses.

King, banana, tiger, endeavour and school prawns are the main prawn species caught in the tropical, subtropical and temperate waters of Australia by Australia's Wild Prawn fishers.

The majority of Australian Wild Prawns are caught, graded, packed and frozen at sea however some are also cooked at sea. Both green and cooked prawns are sold to wholesale and retail domestic markets - a significant amount of frozen wild prawns are also exported.

The Australian Wild Prawn industry's catch volume trended downwards over the last 10 years however its value/kg has moved upwards. Australian aquaculture production is forecast to increase from 5,000T in 2020 to 25,000T by 2025.

With a limited supply of sustainably caught Australian Wild Prawns, the industry sits poised to meet Australia's demand for locally produced food with celebrated provenance, natural flavour and ethical transparency.

VISION

We catch and market Australia's best prawns.

By 2026, our members will be:

- The preferred suppliers of premium prawns to discerning consumers
- Celebrated for our stewardship and sustainable, ethical use of marine resources
- Profitable based on well run businesses and fair prices
- Respected as professional fishing families and businesses
- Leaders and employers of choice in the seafood industry

The Australian Council of Prawn Fisheries (ACPF) is the National peak industry body that represents Australia's wild catch prawn industry. The Council is comprised of regional, State, and Commonwealth wild-prawn fishing and marketing associations, and individual fishing companies around Australia.

The ACPF works with its members and the Seafood Industry Australia (SIA) on policy/advocacy issues that affect the Australian Wild Prawn sector and the broader seafood industry.

The ACPF partners with the Australian Prawn Farmers Association (APFA) to promote the voluntary industry-funded Love Australian Prawns (LAP) campaign.

The ACPF leverages 50% of prawn fisher's RD&E contribution through an Industry Partnership Agreement with the FRDC to make RD&E investments on fisher's behalf. The ACPF may also enter into other RD&E funding partnerships such as Co-operative Research Centres.

MISSION

To support Members to catch and market premium wild prawns from sustainable fisheries and healthy marine ecosystems, using skilled people, best practices and leading technologies.

The ACPF will lead a professional, safe, united and profitable industry, respected and valued by Australians.

VALUES

Environment
Healthy sustainable fisheries

Community
Social license earned through honesty and proud achievements

People
A culture that supports, listens respects, promotes, and values people

Businesses
Thriving businesses investing in best practices & technologies

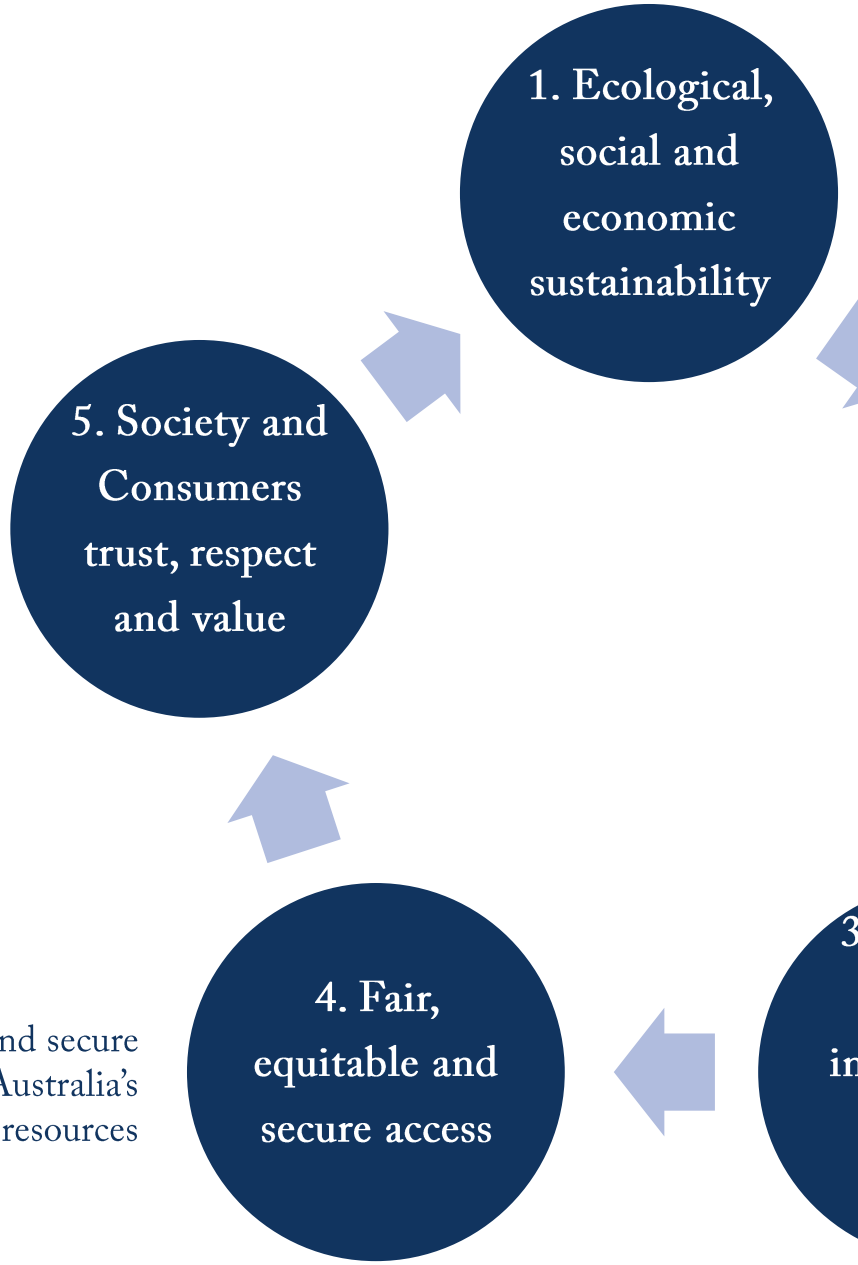
Products
Sustainable, safe, delicious and nutritious seafood

Leadership
Active engagement with people aspiring to be their best

Industry Unity
A single clear professional voice to inform, consult and represent members

Australian Council of Prawn Fisheries

2021-2026 Goals



Wild prawn sector enduring commitment to pursue ecological, social and economic sustainability, which is respected by our Australian communities

Wild prawn sector playing a critical role in the stewardship of our marine environments

A wild prawn sector that is inclusive, responsive and equipped to enable growth and adaptability in a complex and uncertain world

Fair, equitable and secure access to Australia's marine resources

Society and consumers trust, respect and value Australian wild prawn sector, and the benefits it provides

GOAL 1	Measures	Strategy
Sustainability:		
Ecological	All prawn fisheries operating under reportable management plans &/or harvest strategies incorporating ESD objectives, including in relation to bycatch and the marine environment All prawn fisheries WTO-certified against EPBC Strategic Assessment All prawn fisheries operating at or above Maximum Sustainable Yield (MSY) *(or proxy measure)*	Monitor and communicate that all ACPF fishery are operating under reportable manageme plans &/or harvest strategies incorporating ESD objectives, including in relation to bycatch and the marine environment Monitor and communicate ACPF fisheries' compliance with EPBC strategic assessment Support and facilitate member fisheries to identify, research, communicate and implement continuous environmental improvement practices to reduce impacts of fishing on bycatch and the marine environment (see Goal: Stewardship of marine and aquatic environments fo measurable and reportable detail) Monitor and communicate fisheries' performance MSY (or its proxy eg SAFs)
Social	A skilled, professional and enduring workforce throughout the sector that engages directly and professionally with stakeholders	Work with Members to implement RD&E that improves personnel welfare and industry productivity, through training and leadership development (See Goal: A culture that is inclusive and forward thinking) Lead the community conversation in partnership with stakeholders to address social license risks with demonstrated action (See Goal: Society and Consumers trust, respect and value)
Economic	All prawn fisheries operating under reportable management plans &/or harvest strategies incorporating economic objectives by 2026 Achieve 10% premium above current beach price averaged across species and size by 2026 Net Economic Return minimum of 5% by 2026	Monitor and communicate ACPF fisheries' economic objectives Promote Australian wild prawns to targeted consumer markets (eg incl both smaller local catch and volume catch) Engage members in harvest and supply chain technology/capacity programs that 'Do more with the catch' and improve product quality to meet/exceed consumer demand trends Establish RD&E initiatives to track, communicate and improve prawn fleet vessel and harvest efficiency, including though disruptive technology, to reduce operational costs (eg fuel, labour) Collate, analyse and communicate KPIs about prawn supply, consumer trends and market data to ACPF Members every 6 months

GOAL 2

Stewardship of marine and aquatic environments

Measures of Success

Majority of prawn fisheries accredited under government programs and/or third-party, independent certification programs and /or under Fishery Improvement Programs

Best practice in reducing adverse impacts of trawling in all prawn fisheries

Robust TEP and At-risk species reporting in all prawn fisheries

Prawn fishers are responsible users and stewards of marine resources

Strategy

Monitor and extend to the community:

- ACPF fisheries' compliance with EPBC Act
- Compliance with reporting of TEPs and 'at risk' species

Support and facilitate member fisheries to identify continuous environmental improvement practices to reduce the impacts of fishing on the marine environment including:

- Responsible fishing practises
- Compliance with EPBC Act
- Bycatch reduction initiatives
- Use of 3rd party accreditation systems

In partnership with member fisheries, continue investment to reduce adverse impacts on marine environment

Communicate expectations for responsible fishing to the industry

Monitoring for RD&E investment opportunities in ecosystem health, climate change and carbon footprint

GOAL 3

A culture that is inclusive and forward thinking

Measures of Success

Investment in programs and/or RD&E Adoption / Utilisation projects that upskill the wild prawn sector's workforce

Strategy

Identify and foster the career, leadership aspirations and required skillsets within the wild prawn sector via relevant programs

Members are supported and led by the ACPF on national issues via

- Clear and transparent consultation,
- Representation in dialogue with stakeholders and the community,
- Defined governance roles and responsibilities within the ACPF
- Appropriate resourcing to fund RD&E investments, their management, industry consultation and governance

Establish RD&E initiatives to track, communicate and improve prawn fleet vessel and harvest efficiency that include disruptive technology

GOAL 4

Fair, equitable and secure access

Measures of Success

Wild prawn fisheries supported by Australian communities as a valued users of the marine resource and important contributors to regional, national and export economies

Secure, individual, transferable fishing rights legislated in all prawn fisheries

Legislated access to fair and reasonable compensation for loss/diminution of access rights

Fishing property rights recognised as collateral; fishing businesses supported by financial sector

No prawn fisheries closed down by activism over the next 5 years

Strategy

Obtain community sentiment data every 2 years as an indicator of community trust and resource access risk for wild capture fisheries;

Report outcomes of community trust surveys to ACPF members

Support and facilitate member fisheries to identify, research, communicate and implement continuous environmental improvement practices that address risks to resource access (See Goal: *'Stewardship of marine and aquatic environments'* for detail);

Lead the community conversation in partnership with stakeholders to profile the sector's benefits and values and address social license risks (see Goal: 'Society and Consumers trust, respect and value')

Work with other fishing sectors and SIA to improve the security of fishing rights in all prawn fisheries, including access to fair and reasonable compensation for loss/diminution of access

GOAL 5

Society and Consumers trust, respect and value

Measures of Success

At least 57% of Australians trust, respect & value Australian prawn fishers

Wild catch is differentiated from farmed, as a premium product sought-after in the domestic market

Strategy

Obtain community sentiment data every 2 years for wild capture fisheries and report to ACPF members

Invest in RD&E to identify and address changing community values/emerging issues with priority emphasis on high risks (eg impacts of trawling, threats to product quality/integrity, etc)

Lead the community conversation in partnership with stakeholders to;
•address social license risks (eg sharing data and advances in methods to improve trawling as a method of capture)
•profile the sector's benefits and values

Communicate industry initiatives that address product trust; in product welfare, food safety, quality control, traceability and integrity throughout the supply chain of Australian wild prawns

Differentiate Australian wild prawns with consumer-facing campaign/s

Underpin consumer-facing campaign/s with a communication strategy for fishers re funding and campaign achievements and for the supply chain re product quality

Analyse wild prawn differentiation strategy through relevant metrics eg surveys, engagement/reach, market data