

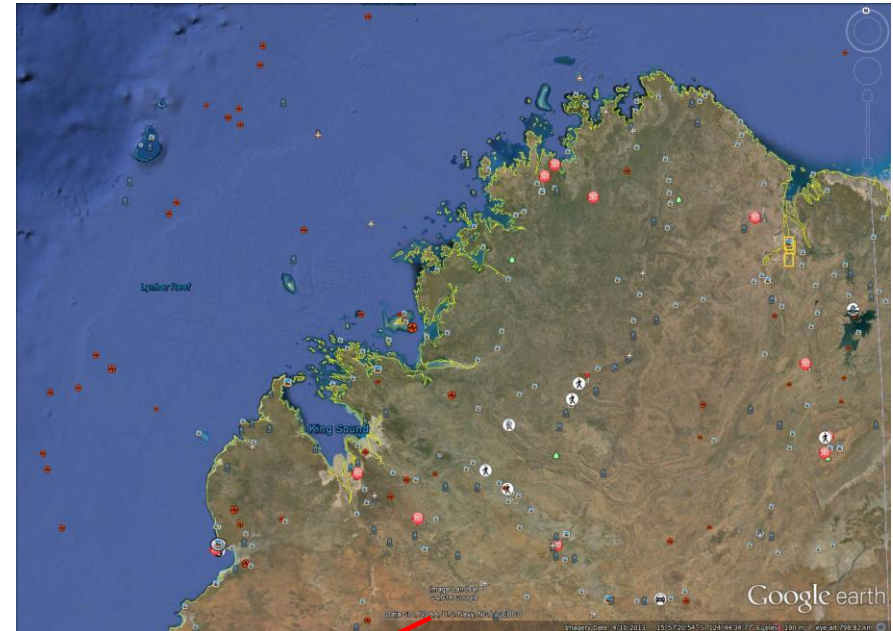
the aarli mayi aquaculture project is a  
saltwater asset for saltwater people

people like florence

# What is special about the Kimberley?

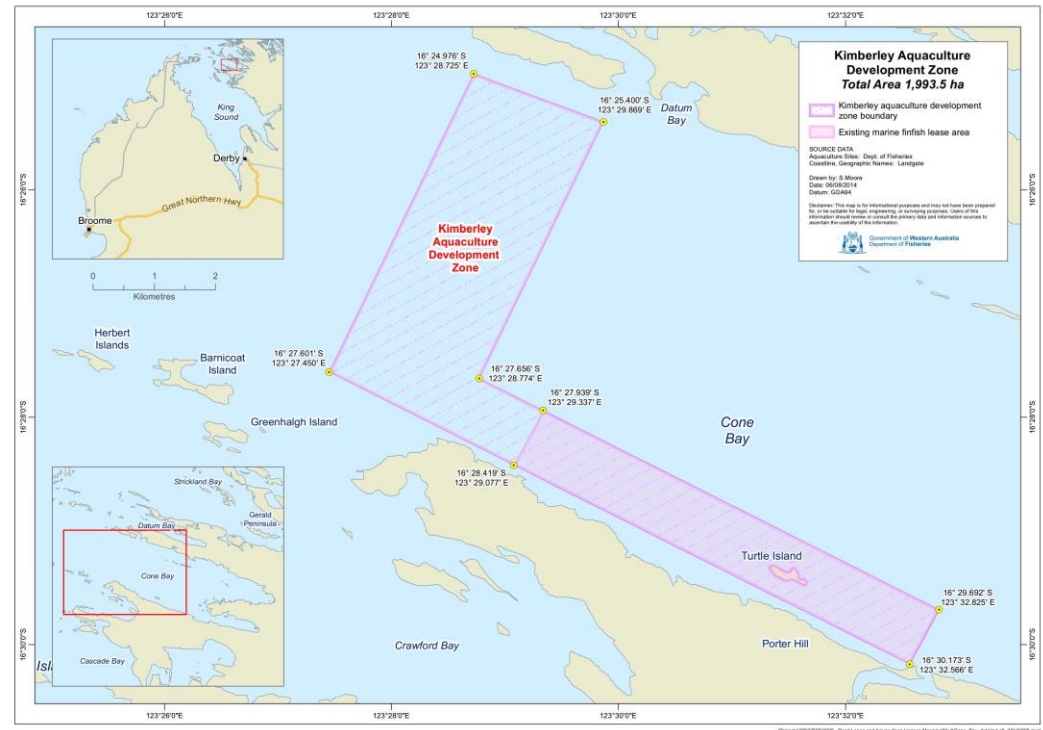
## The Kimberley:

- Culturally diverse and resource rich.
- Commercially under-developed.
- Close proximity to Asian Markets
- Food and Tourism Opportunities Abound
- New frontier for WA food production.
- Massive potential to become Aquaculture Hub of Northern Australia



# The Kimberley Aquaculture Development Zone

- WA Government established the Kimberley Aquaculture Development Zone (KADZ)
- Environmental Pre Approval for 20,000 tonne fin fish production license and leases.
- Marine Produce Australia has existing barramundi project in part of the zone.
- MPA expansion plans to 7000 tonnes.
  - The Hutton family started the project and continue to be a major shareholder
  - Hutton Family provides Marine Produce Australia with access to land and sea based infrastructure in the Zone.



# Aarli Mayi Aquaculture Project

- Aarli Mayi is Bardi language for “food from the sea”.
- Applying for 13,000 tonne allocation in the KADZ as a joint venture.
- Three traditional owner groups have come together to form a JV.
- Traditional Owners invited Maxima Opportunity to join the JV.
- 4 Partners with 25% shareholding each

# Traditional Owner Branded Seafood

- Aarli Mayi creates a unique marketing opportunity
- Market research has shown there is a strong market for genuine traditional owner branded seafood products.
- Use product providence stories to support the brand.
- Use premium food brand as a mechanism to promote indigenous culture and values in domestic and international markets
- Use the linkages between food and tourism to promote inbound tourism opportunities in the Kimberley.
- Food could be the 4 pillar of what makes the Kimberley unique
- Further develop the Kimberley Seafood Basket
  - Barramundi
  - Pearl meat
  - Mud crabs
  - Edible oysters



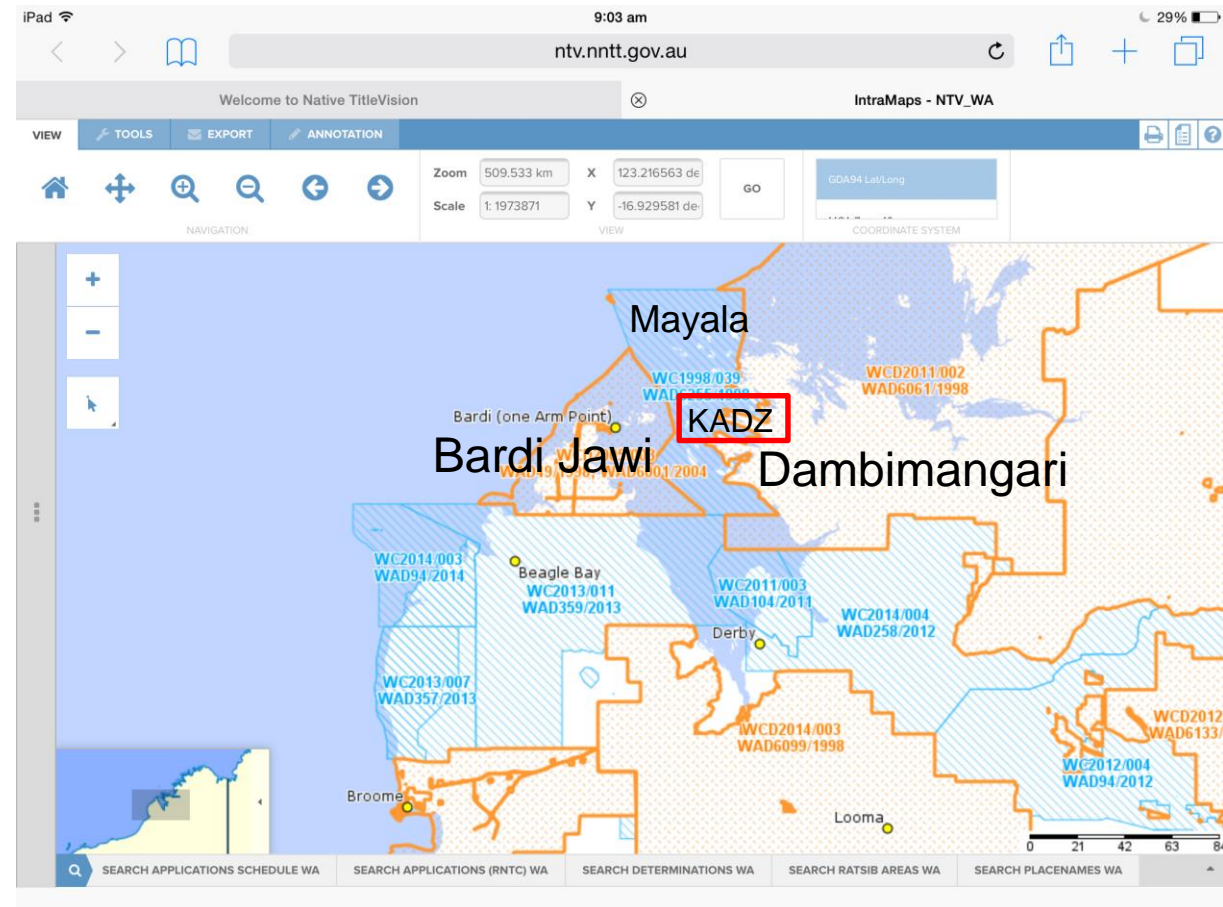
# Who are the JV partners in Aarli Mayi?

## Three traditional owners of the region

- The Mayala named native title applicants
- Bardi Jawi Prescribed Body Corporate
- Dambimangari Prescribed Body Corporate

## Maxima Opportunity

- Maxima Opportunity is a wholly owned entity of the Hutton Family



# Who is Maxima Opportunity?

- Maxima Opportunity is a wholly owned entity of the Hutton Family.
- Operating in Northern Australia and Kimberley region for over 60 years
- The Hutton Family have delivered a number of large projects throughout the Kimberley.
  - Developed first barramundi farming project in the Kimberley (now MPA)
  - Maxima Pearling Company
  - Tourism projects (Eco Beach Resort)
  - Mining and resource sector projects.
- History of working closely with Traditional Owners and the Hutton family recognise TO support is critical to any project in the region.

# The Aarli Mayi Aquaculture Project

## The Opportunity

- Transformative in scope and impact for communities in the Kimberley.
- Building an asset for future generations of Traditional owners.
- Develop and grow a world class food production business that develops local career paths.
- Assist secure Australia's food security future and growing demand for high quality seafood production.
- Achieve economies of scale and worlds best practise finfish production.
- Capitalise on proximity to Asian markets and export opportunities.

# Scale and Economic Impact

## What could a 20,000 tonne finfish production project mean for the region?

### A 20,000 tonne/annum facility will:

- **Generate in excess of \$200 million per annum**
- Directly employ: approximately 500 full time staff on farm and in support
  - From high level executive staff to farm hands and labourers
- Indirectly: approximately 1000 full time jobs in marine services, transport and logistics etc

### A snap shot

- 20 million kg of fish produced per annum
- Barramundi target market size 3kg, with 3 year growth cycle
- Equates to more than 6.5 million fish per annum
- 20 million fish in water at any one time
- Requires 30 million kg of fish food / annum
- Harvests require 25 million kg of ice to get fish core temperature from 28°C to below 3°C in less than 3 hours
- Transporting fresh chilled whole fish to market requires approximately 20 x 40ft refrigerated containers per week
- Fish Food delivery to site requires approximately 5 triple road trains per week.

# Aarli Mayi Aquaculture Project

## Our Competitive Strengths

- Unprecedented cooperation of the Traditional Owners
- Finfish production and husbandry techniques are well established in Cone Bay.
- The Team has extensive experience in developing and managing marine based projects in remote locations
- The scale of the project will deliver the economies of scale required to achieve efficient and profitable production in the Kimberley.
- Traditional owner involvement will assist meet human resource needs.
- Aligns with Federal and State Government Policies of Developing Australia's North
- Partnership with traditional owners ensures access to pre and post farm gate infrastructure.

# Skills within the Aarli Mayi team

## **Aarli Mayi project team expertise:**

- Aquaculture
  - Marine biology
  - Marketing and promotion
  - Logistics and transport
  - Global seafood trading
  - Media and Government relations
  - Cultural heritage
  - Education and training
  - Business development
  - Finance
- 
- The project team has the expertise to deliver a world class production facility.

# The Challenges

## **Barramundi culture is technically simple**

- The development of seacage systems has been refined in local conditions.
- Actual growth rates and mortality rates show it is feasible in local conditions.
- Product quality is exceptional and demands a premium in the market

## **Land based infrastructure**

- Supporting Infrastructure is a major limiting factor for growth in production
- Existing land base in the zone is at capacity
- Derby Wharf and supporting on-land infrastructure at capacity
- Skilled labour currently FIFO from Tasmanian salmon industry or overseas workers
- Ice production for harvest is transported long distances
- Fish food produced in Tasmania or Queensland and transported to Kimberley
- Barramundi fingerling produced from Victoria
- Post harvest packing and processing infrastructure does not exist in Kimberley

## **Skills and training**

- There is not enough skilled and unskilled labour in the region to meet the demands of a 20,000 tonne industry in the Kimberley

# The Challenges

- **Aarli Mayi Business Planning**
- There is going to be major infrastructure required to meet potential for the industry:
  - Wharfing;
  - Marine services;
  - Transport and logistics hubs;
  - Cool stores;
  - Ice manufacture;
  - Food packing and processing facilities;
  - Road transport corridors for road trains;
  - Education and training facilities; and much more
- **Assessing options for Infrastructure location, cost and investment**

# Business and Infrastructure Needs Analysis

## How can the Commonwealth assist the KADZ achieve its potential?

- Fisheries WA has made the first step with declaration of KAZ
- However, to meet the potential will require:
  - Whole of government approach to infrastructure development
  - Needs analysis to facilitate 20,000 tonne aquaculture industry in the KADZ
  - The project will require support from Traditional Owners, Local Government Authorities, State and Commonwealth Governments to identify and invest in the required infrastructure
- Highest priority is to scope the infrastructure requirements
- Ultimately, the goal is to deliver the economic potential of this opportunity to the broader community

# Summary

- Potential
  - Aquaculture hub of Northern Australia
- Sustainable
  - Environment, Community and Economic Development
    - The traditional owners want aquaculture and support its development in the Kimberley
- Innovation
  - Creates unique branding opportunity
  - Food based tourism is significant opportunity
- Hard Infrastructure
  - Pre & Post Farm-gate Infrastructure to support growing and selling fish is the challenge
- Soft Infrastructure
  - There will need to be extensive investment in training and skills development for aquaculture to achieve its potential