



GOOLWA
PiPiCo.

DOING
A LOT
with a little

More isn't always more.

Learning #1

Just because you think you'd like to be a fisherman, doesn't mean you can actually be a fisherman.





More isn't always more.

Learning #2

Up until 2000, the South Australian (cockle) pipi industry sold approximately 1,000 tons p/a to the bait market.

It was 95% of the catch.





More isn't always more.

Learning #3

Just because you have caught something,
doesn't mean you can sell it.



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Learning #4

If you're not making any money from selling your catch, the only lever you have left to pull is lowering your cost of production.



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with a little



INTELMOTORS
Queanbeyan
(02) 6297 2888

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Queanbeyan
(02) 6297 2888



More isn't always more.

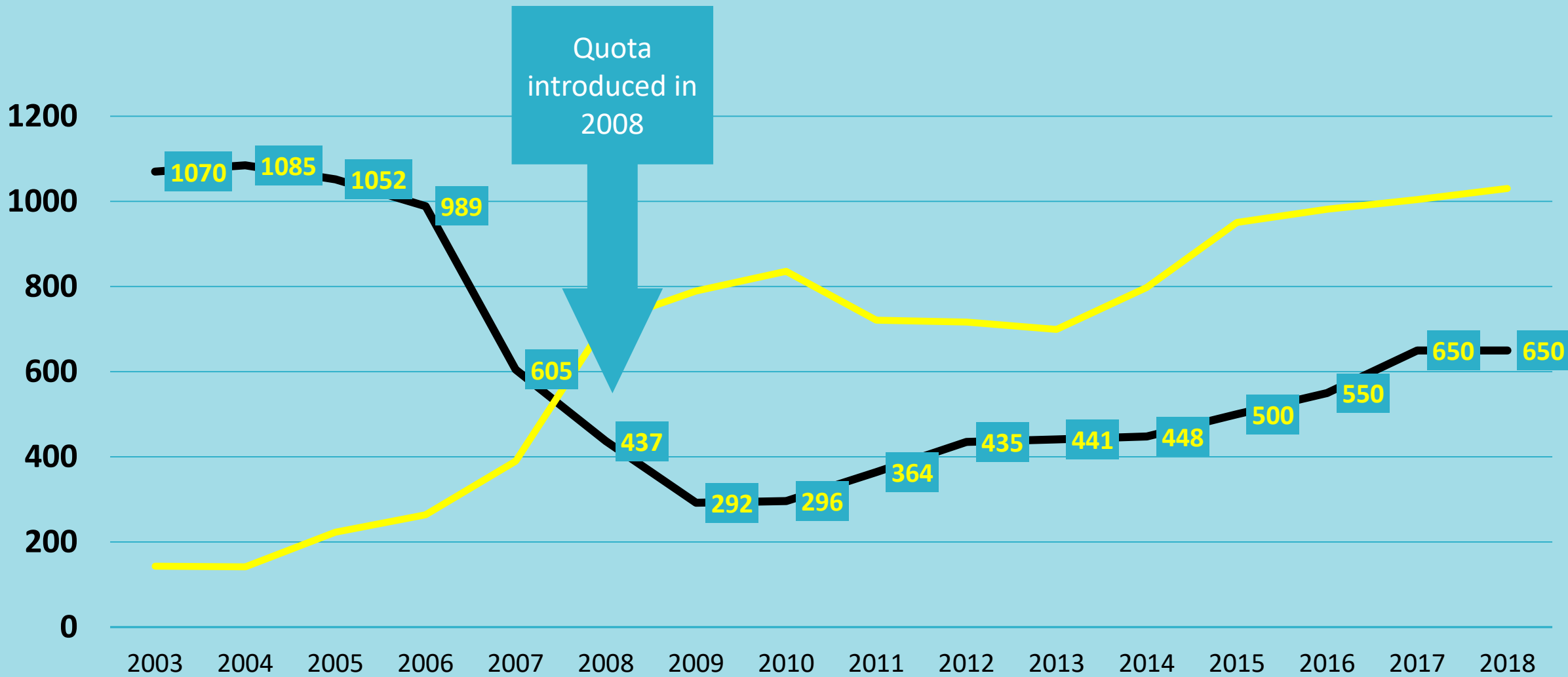
Learning #5

All industries need visionaries.



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Learning #6

Don't be afraid to think boldly.



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Science

Science

Economics



Science

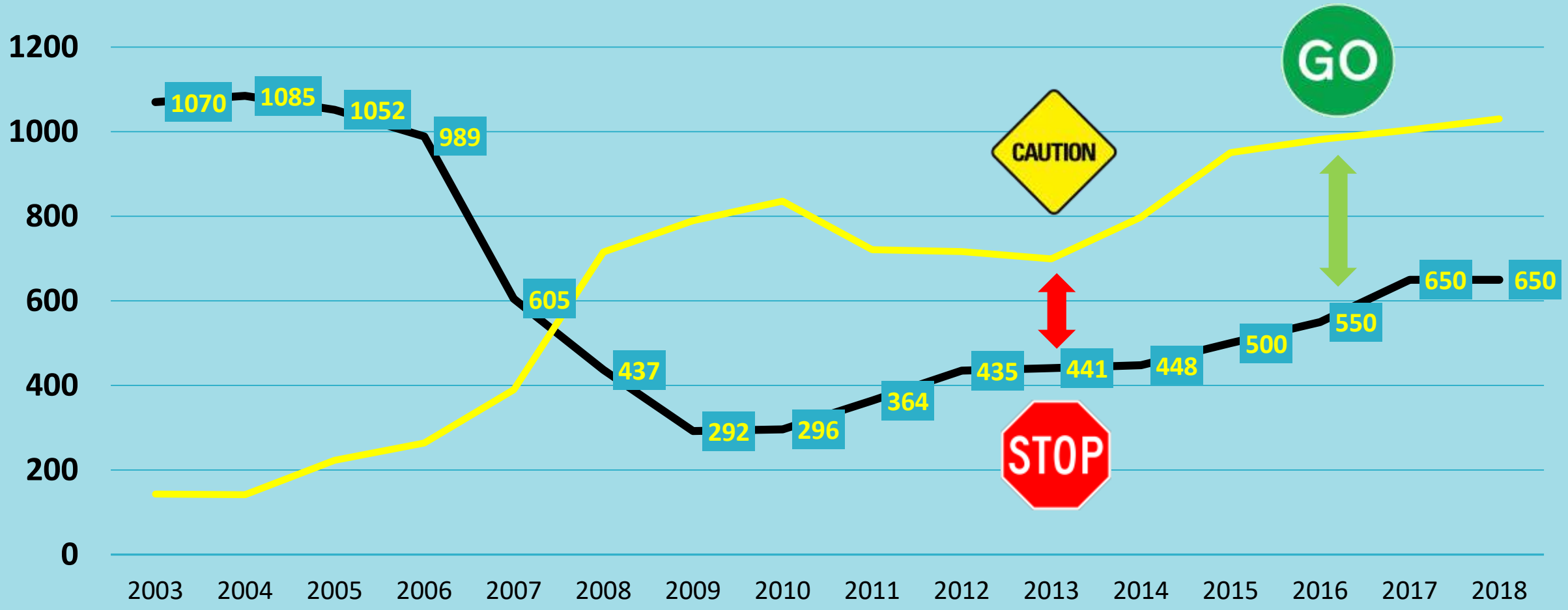
Economics

400,000kg	@	\$10.00kg	=	\$4,000,000
450,000kg	@	\$9.00kg	=	\$4,500,000
500,000kg	@	\$8.00kg	=	\$4,000,000

Science

Economics

400,000kg	@	\$10.00kg	=	\$4,000,000
450,000kg	@	\$9.00kg	=	\$4,500,000
500,000kg	@	\$8.00kg	=	\$4,000,000



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Learning #7

The Australian clam market is tiny and incredibly vulnerable to oversupply.



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Just 17 days

	Crates	Kg	Min(\$)	Max(\$)	Ave...
Mulloway					
IS	11	154.3	5.85	8.96	7.51
IS L	5	66.6	7.32	10.80	9.59
IS M	4	34.4	8.94	9.70	9.41
IS U	1	14.5	9.15	9.15	9.15
IW	1	10.2	7.46	7.46	7.46
IW L	4	45.7	5.84	9.75	9.51
IW M	7	82.6	7.17	8.48	7.59
IW S	1	15.6	9.37	9.37	9.37
IW U	1	1.5	7.84	7.84	7.84
Pipi					
L	26	499.8	20.88	30.03	25.63
X	2	36.0	29.85	29.85	29.85
DS L	3	45.0	23.91	23.91	23.91
DS M	28	417.5	17.98	23.23	21.03
LV	1	15.0	23.74	23.74	23.74
LV X	4	80.0	29.96	30.11	30.07

1,092kg \$25.70kg

	Crates	Kg	Min(\$)	Max(\$)	Ave...
Mulloway					
IW	1	24.5	7.23	7.23	7.23
IW L	7	56.5	8.90	9.71	9.37
IW M	7	72.0	9.27	10.15	9.57
WH	1	3.5	7.17	7.17	7.17
WHL	3	17.0	7.09	9.82	9.26
WHM	1	2.4	8.41	8.41	8.41
Perch Golden					
GG	37	689.6	15.98	17.60	16.62
GG L	6	90.5	17.90	18.91	18.32
Pipi					
L	68	1338.5	5.33	7.23	6.44
U	25	494.5	6.29	6.92	6.47
X	6	120.0	4.85	7.84	5.86
DS L	13	231.7	5.19	7.91	7.04
LV L	8	160.0	6.01	6.35	6.14
LV X	11	217.7	7.52	9.88	8.20

2,560kg \$6.69kg



**Global clam aquaculture 2005
4.9 million tonnes**

Source: Globefish FAO

**Wild caught
clams
550,000 ton p/a**

**Total Australian clam
production around
1,000 tons**

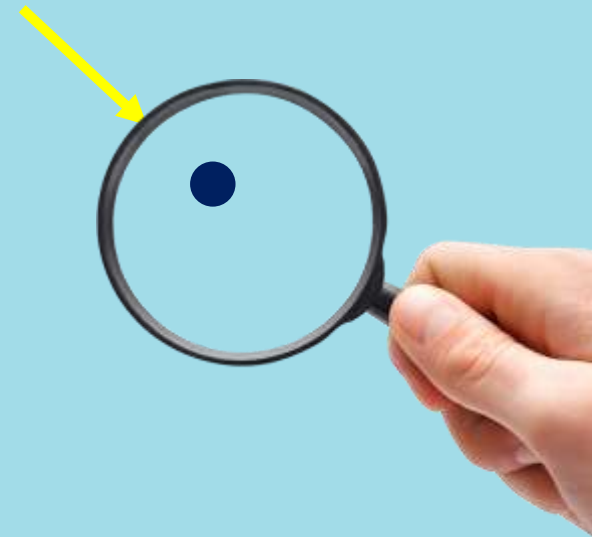


**Global clam aquaculture 2005
4.9 million tonnes**

Source: Globefish FAO

**Wild caught
clams
550,000 ton p/a**

**Total Australian clam
production around
1,000 tons**





\$65 Million purpose built ship - Halifax Clearwater - 400 ton holding capacity
- Harvests 55,000 ton p/a

Remember: Total Australian clam production is around 1,000 ton p/a







Hand harvested since 1950 - Two crews harvest approximately 400 ton p/a



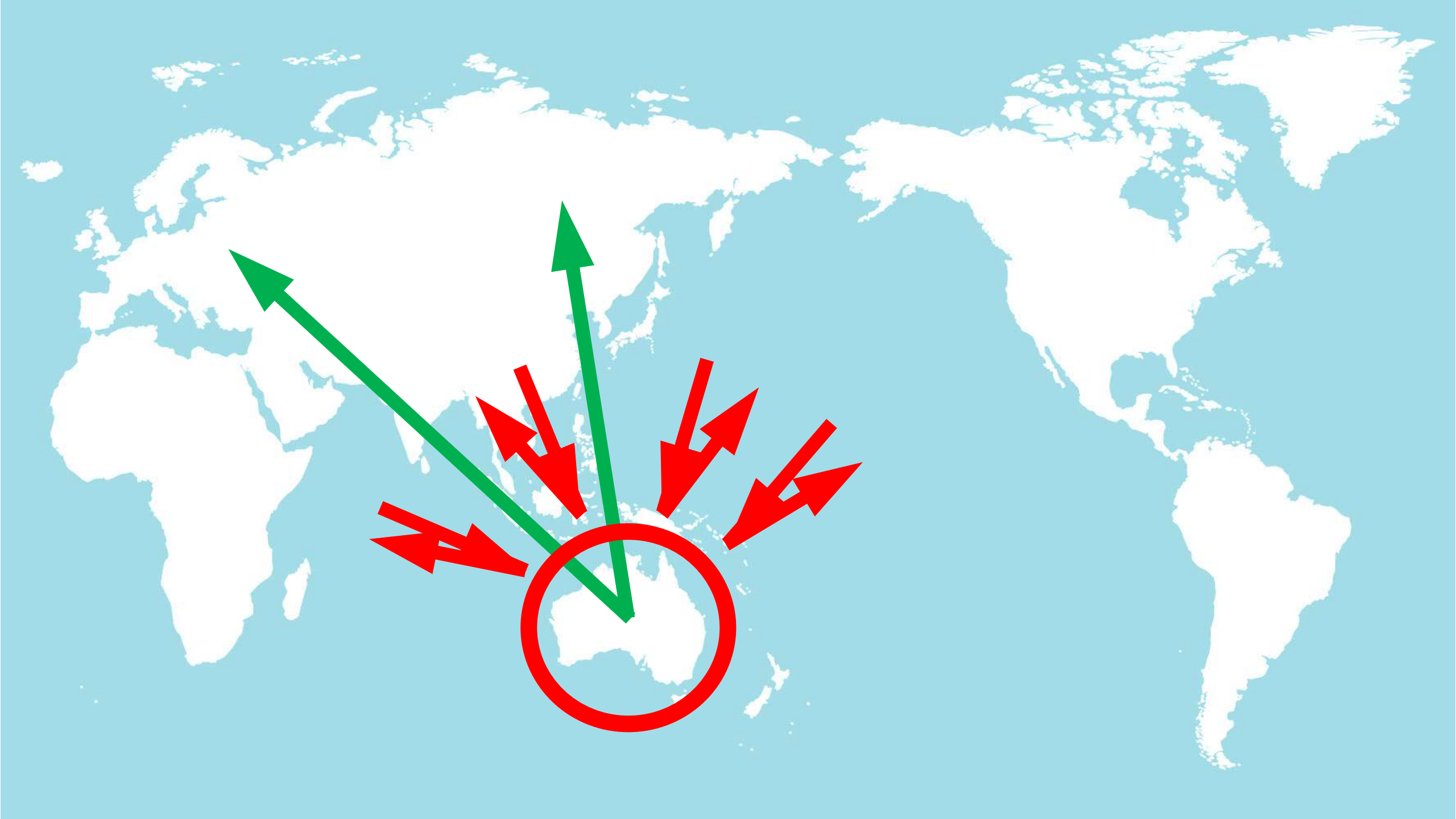


More isn't always more.

Learning #8

We also live in a false bubble, protected by quarantine laws.





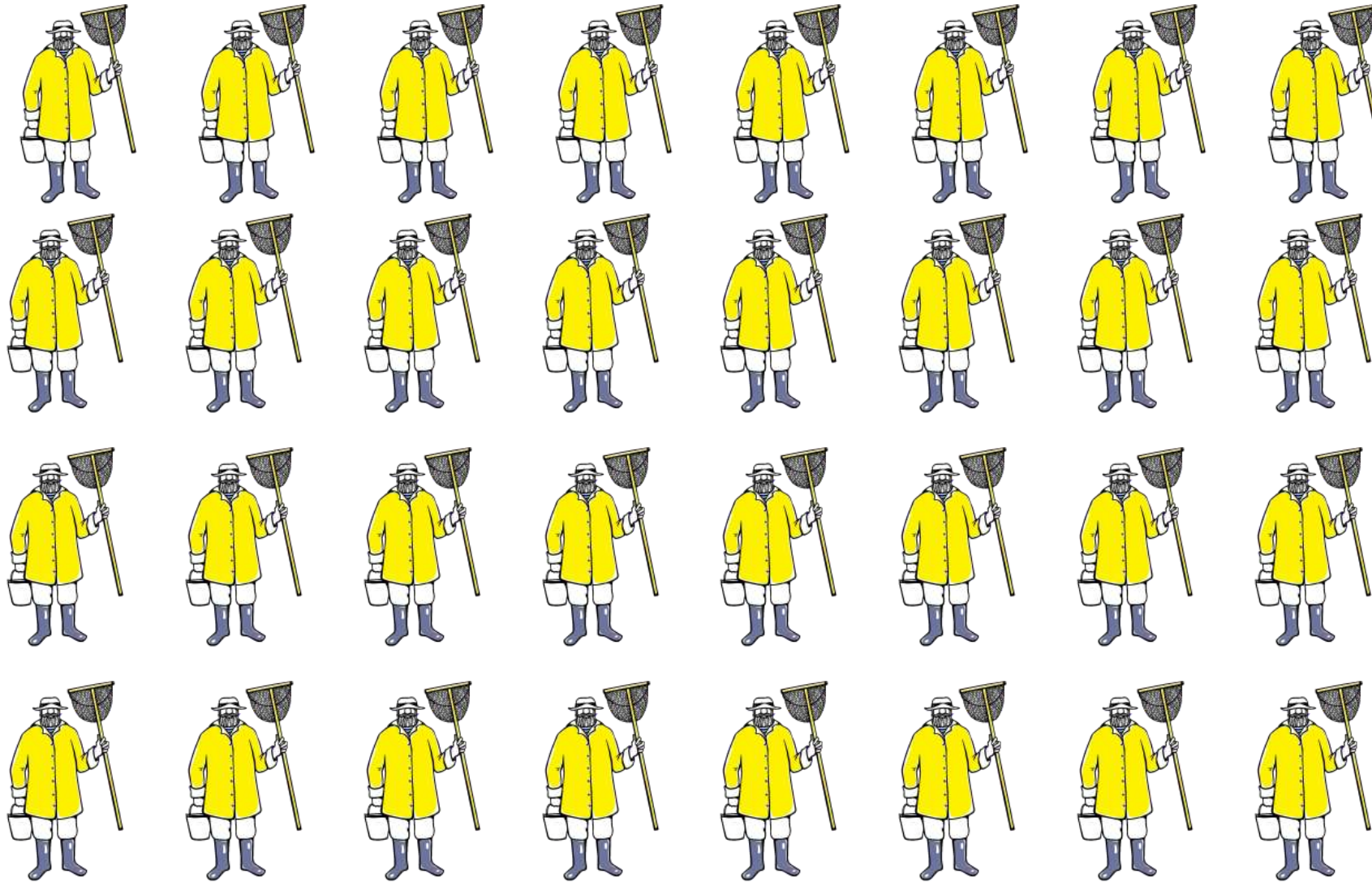
More isn't always more.

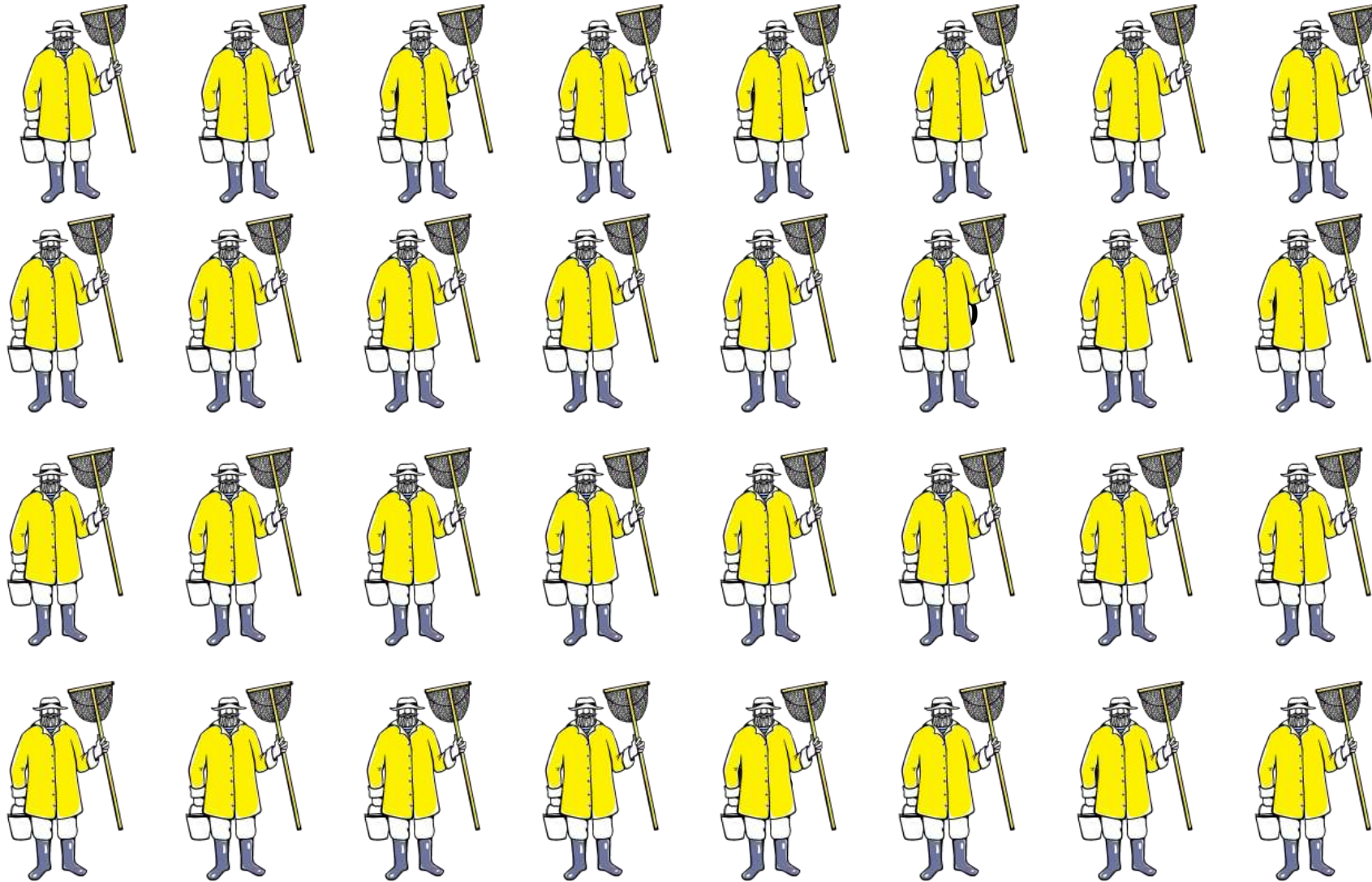
Learning #9

After a 15 year courtship, it was time to finally get married

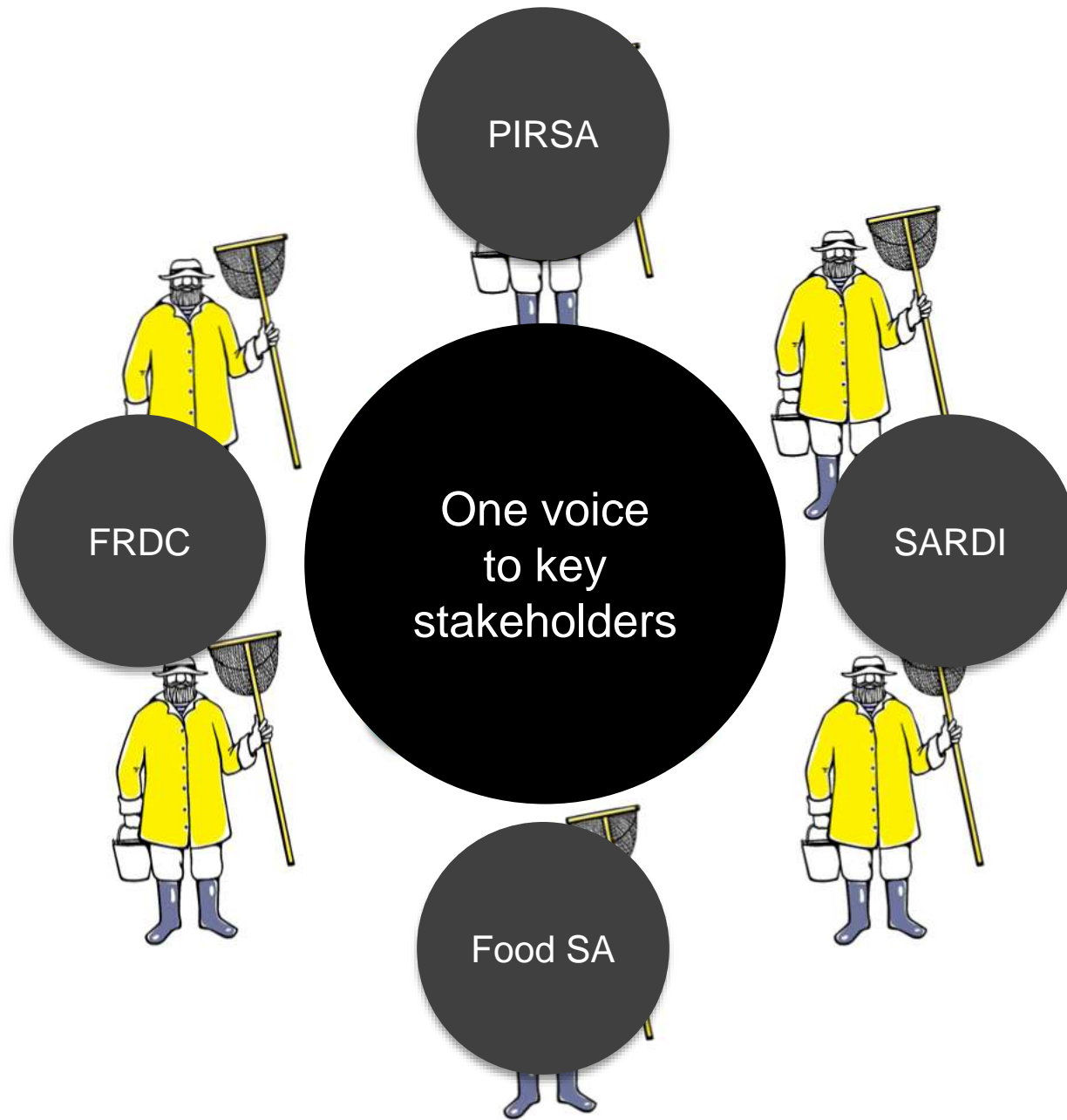


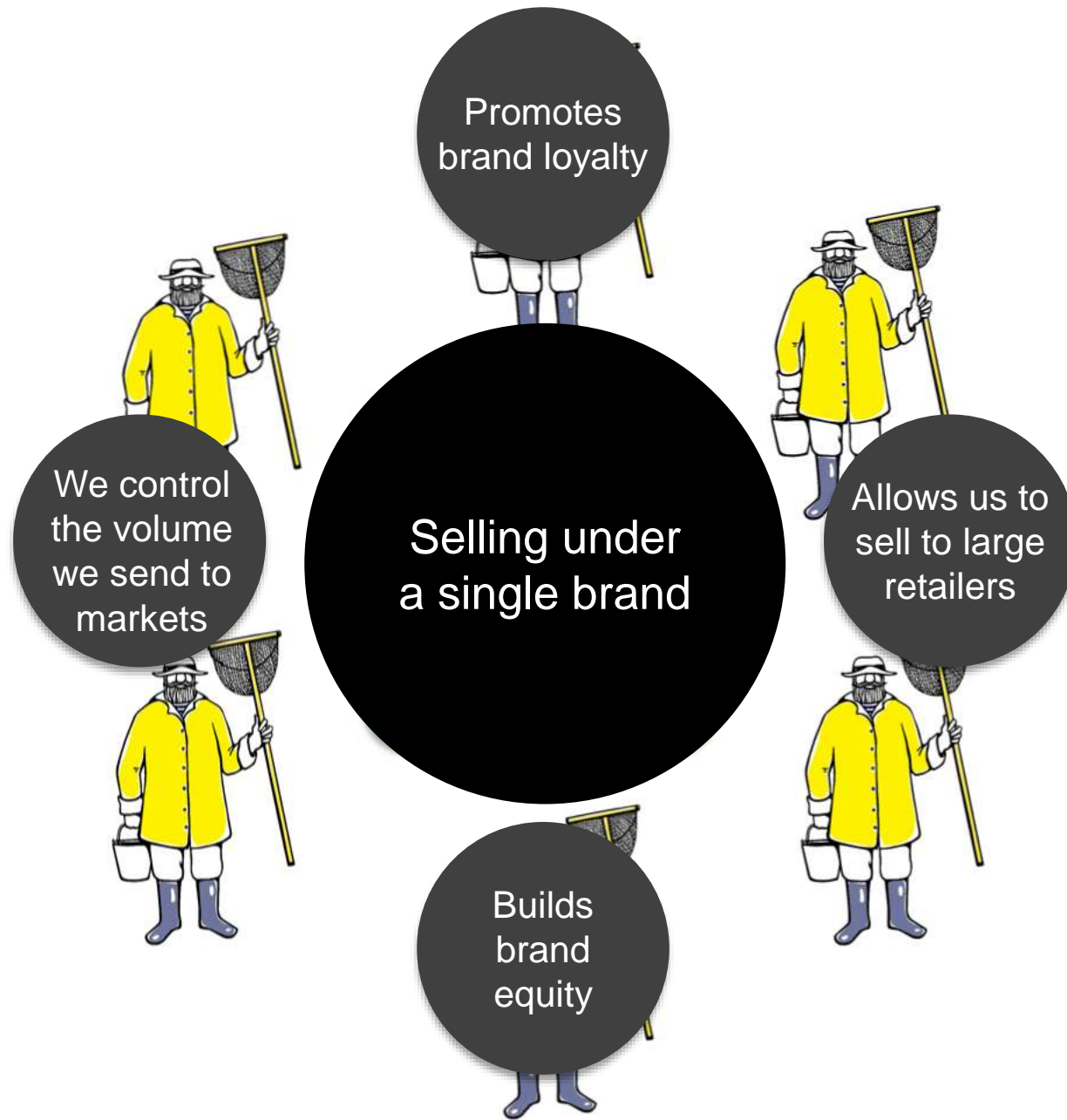
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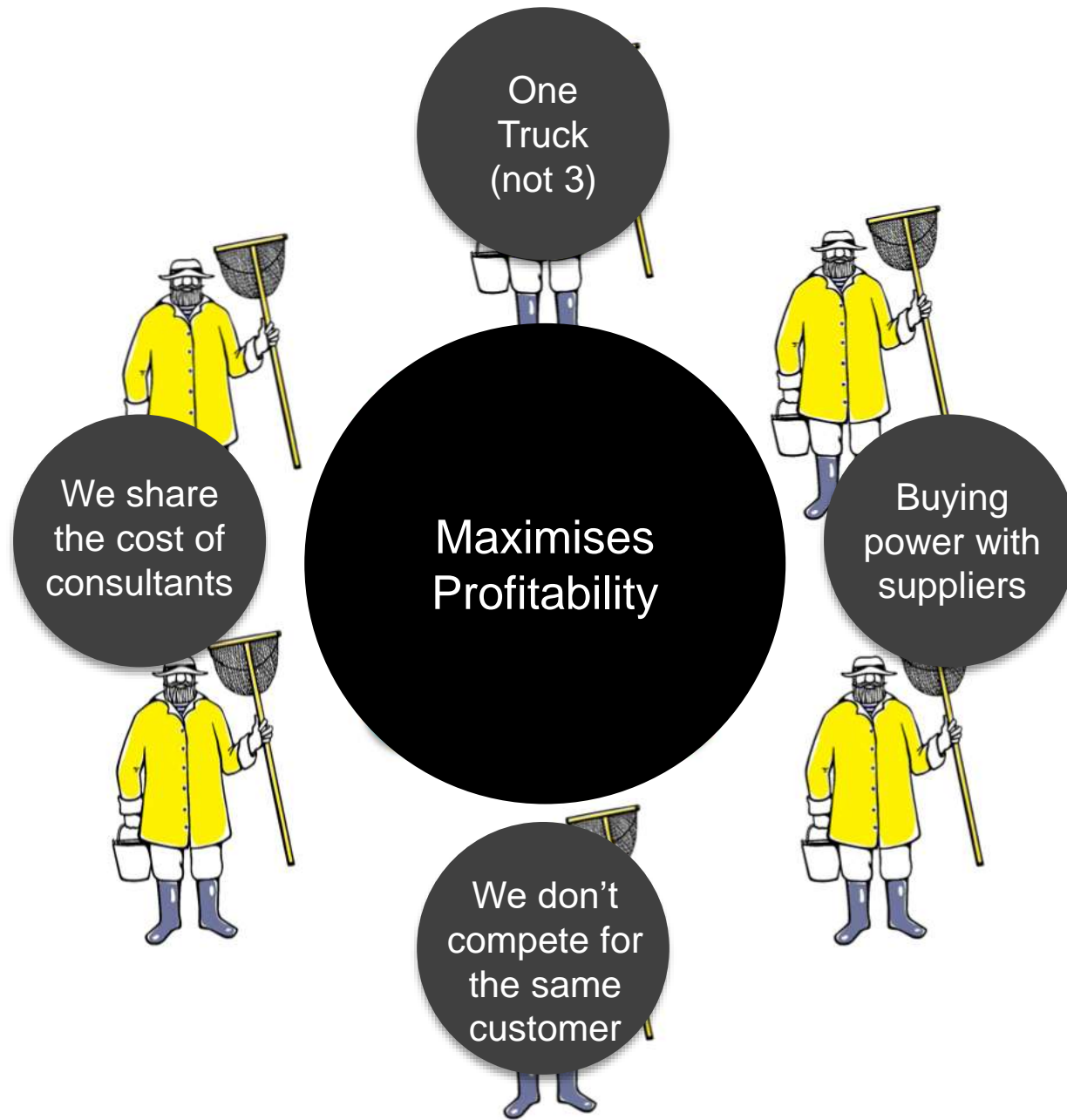














People like
working
with us

Fisherman

Director

Fisherman

Fisherman

Director

Fisherman

Director



Economist

Chairman

Not a
Fisherman

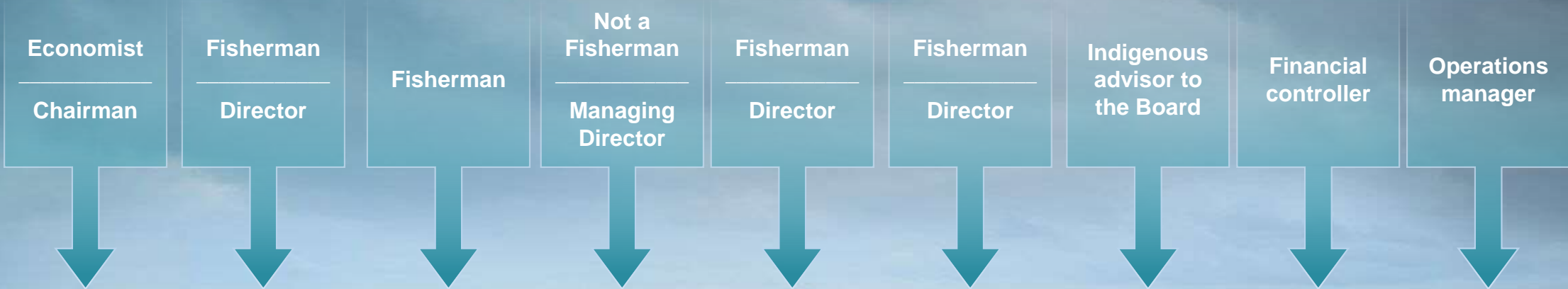
Managing
Director

Indigenous
advisor to
the Board

Financial
controller

Operations
manager







More isn't always more.

Learning #10

Leverage your key customers to promote your brand.







COMIDA
Tapas Bar · Catering







BOWL OF GOOLWA COOLES
W/ GARLIC, CAPERS, LEMON
+ TARRAGON
\$10

GOOLWA
PICO

GOOLWA
PiPiCo.

rake to plate

GOOLWA
PiPiCo.

450
185





rake to plate

GOOLWA
PiPiCo.

GOOLWA
PiPiCo.

450
188

GOOLWA
PiPiCo.

goolwapipico.com

GOOLWA
PiPiCo.

Sustainably hand
harvested Papis
from the cold
waters of the
Southern Ocean



PROTECTOR

ESCA



More isn't always more.

Learning #11

Champion your employees.





CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org









More isn't always more.

Learning #12

I'm from the government and I'm here to help.





Nick Ruello to explore opportunities for MAP



Explore de-sanding techniques



Investigate clam aquaculture feasibility



Exploring how new iPad technologies can increase profitability and improve science in the Pipi fishery.



FRDC



Entrepreneurs grant to develop export markets



TradeStart grant to develop export markets



Business Transformation Voucher to expand grading machine.



Grant to address SQF / DAFF requirements in factory.





**Proof of concept MAP
machine**



**Proof of concept IQF
machine**



Sean Sloan

Executive Director PIRSA Fisheries



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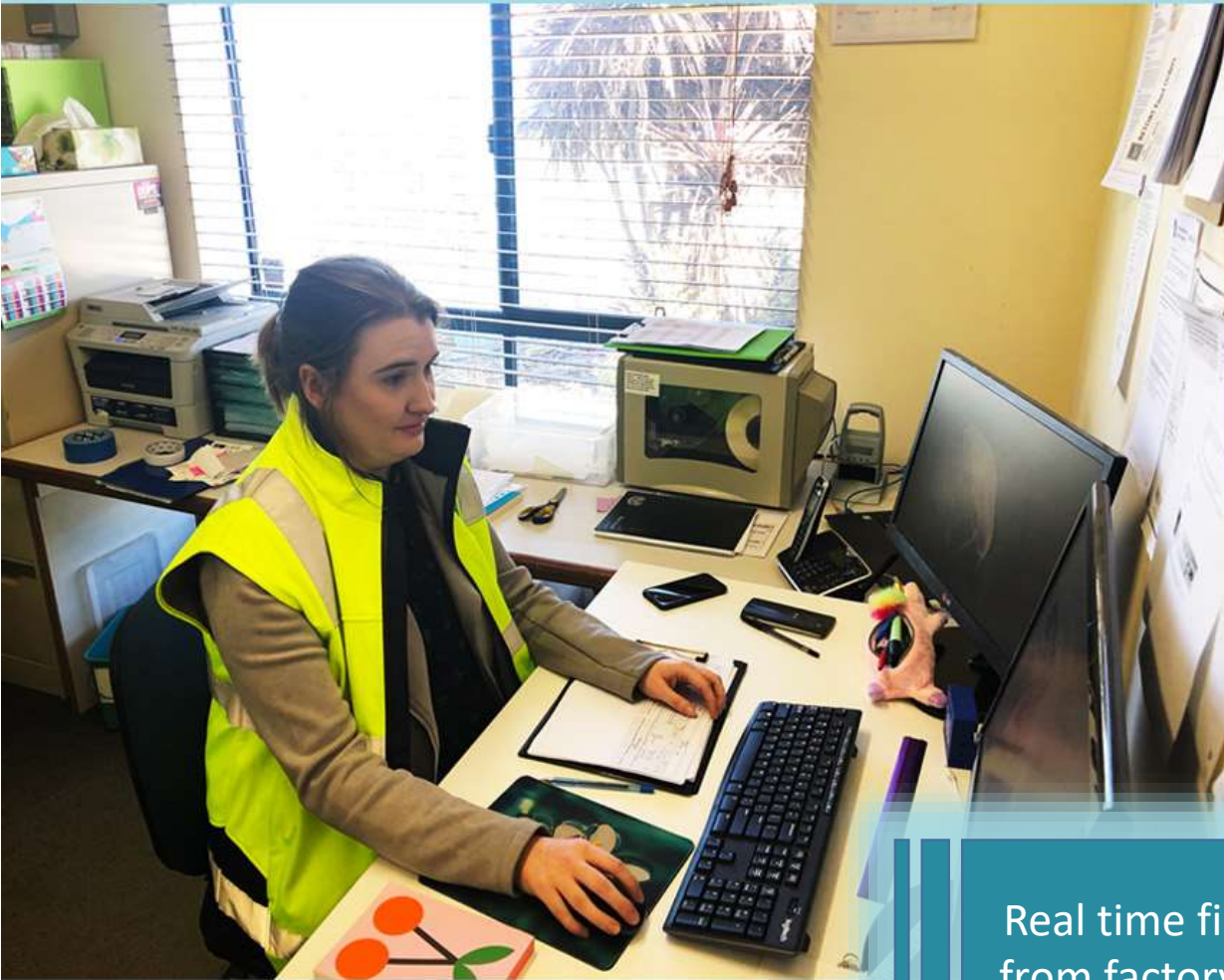
Learning #13

Using technology to maximise returns from a finite resource.



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Real time fishing targets sent
from factory to harvest crews

Good morning HoadCrew

Fishing targets for 1/9/18

Smalls



M2



M1



Medium



Large

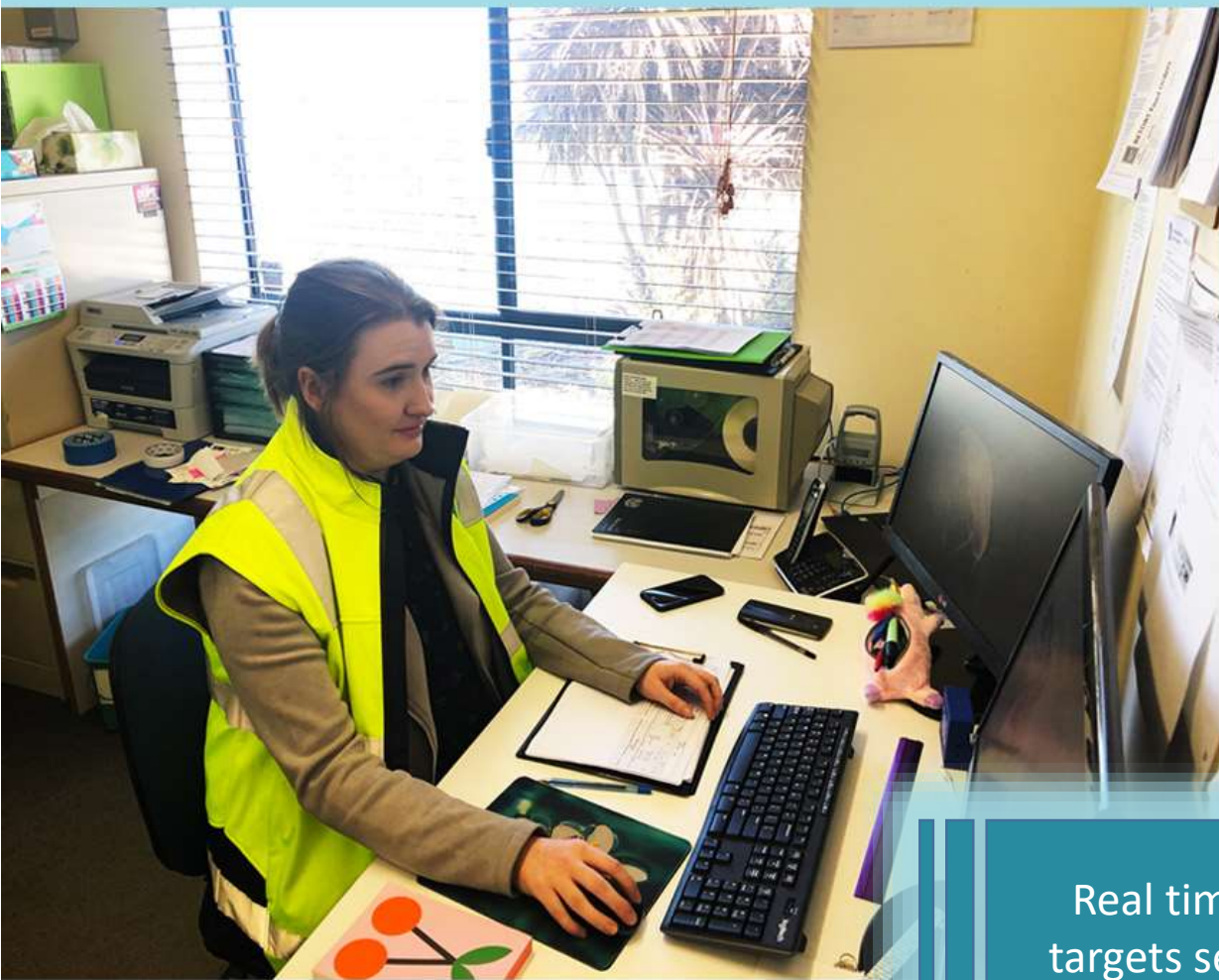


BAGS

50

NOTES:

1. Your new tags have arrived and are ready for collection from factory.
2. Please remember to do water sample.
3. Remember film crew is coming with your crew next Friday.



Real time updated
targets sent to crews

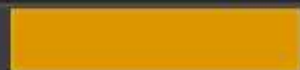


*** FISHING TARGET UPDATE***

Smalls



M2



M1



Medium



Large



BAGS

50

TARGET UPDATE

55

⚠ More Large and Medium Required

WILL TRY

TOO LATE

Home



End Tag

ADR - 00001

ADR - 00002

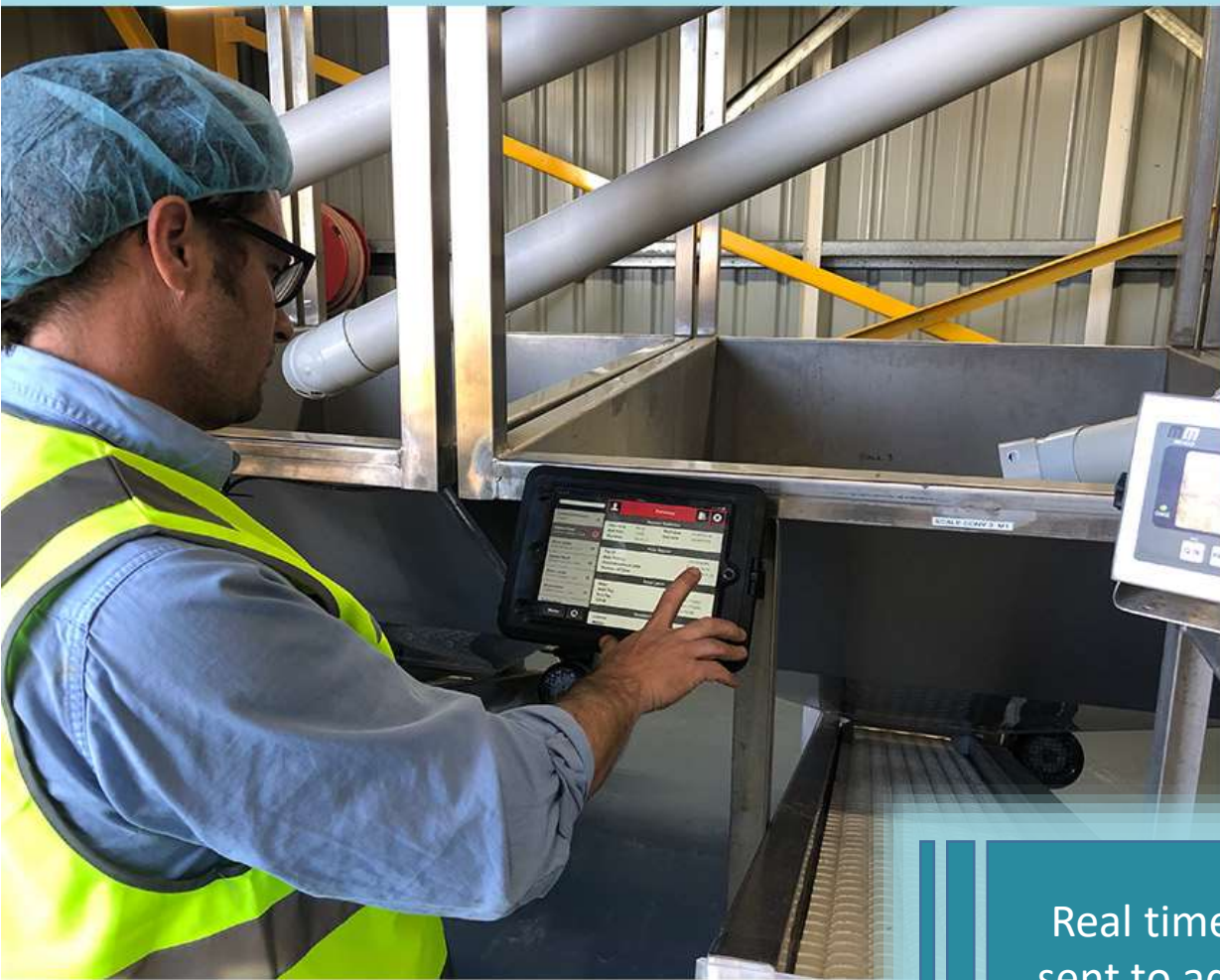
Session Details

Pots Pulled

9

Pull Period

2



Real time grade data
sent to administration

GRADING - HOAD FISHERIES BATCH # 01973 MONDAY 10/09/18 CATCH

Tag No. A H 7 3 4 9 1 Trip ID No. L 4 7 1 8 0 9 0 1 Date: 12/9/18

Checked + Graded By: A S Y Bags 5 0 Temp °C 1 3 Licence L47

SMELL SITE + TAP TEST PARASITES DEBRIS
FRESH DYING DEAD GOOD GAPING DEAD NON-VISIBLE VISIBLE NO YES

SMALLS M2 M1 MEDIUM LARGE
- 180kg + - 300kg + - 370kg + - 200kg + - 100kg +
Size
White Green White Green White Green White Green White Green

Available Product BATCH # 01973 FROM MONDAY 10/9/18 CATCH

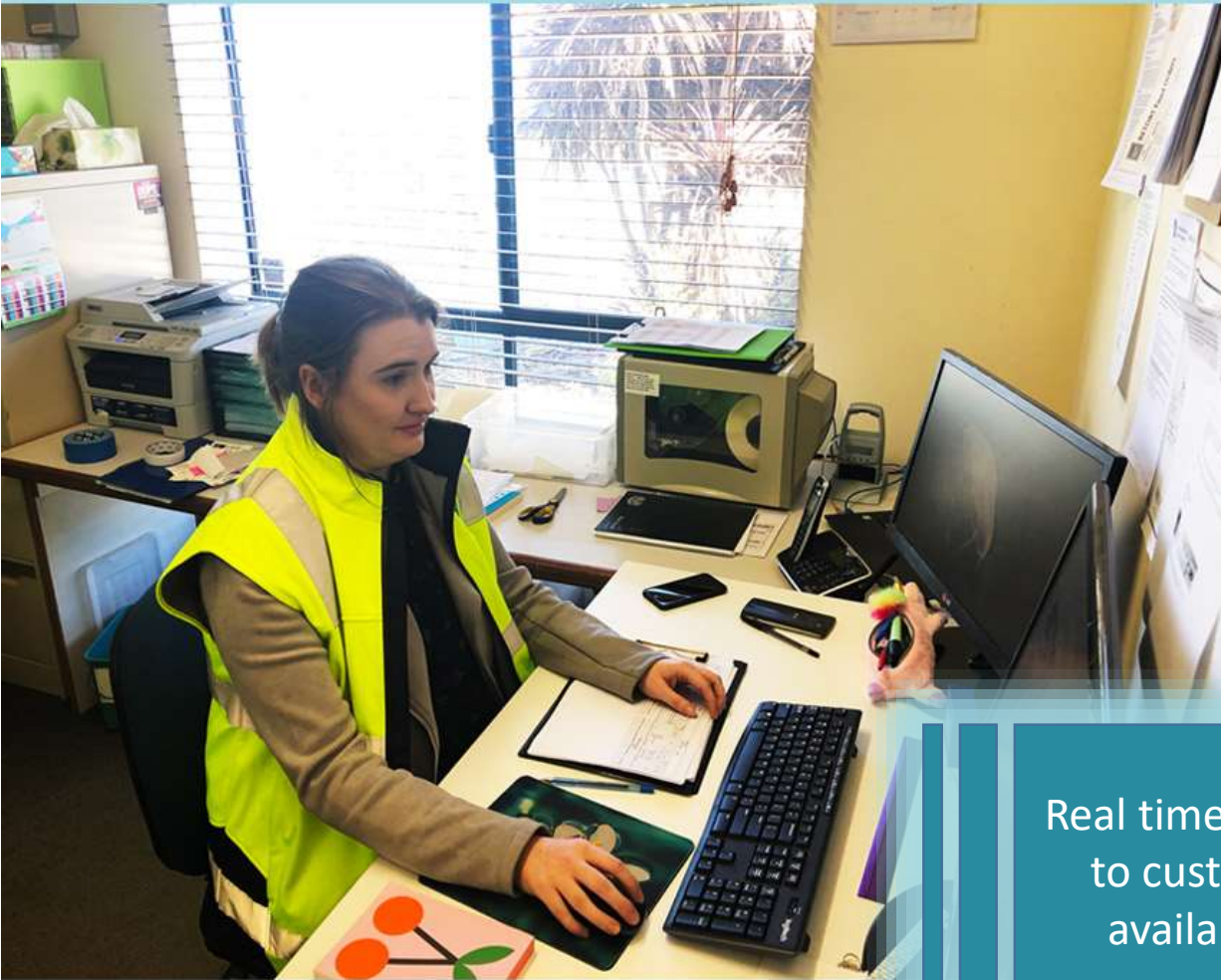
SMALLS	M2	M1	MEDIUM	LARGE
100% white	100% white	75% white	50% white	100% white
Average	Average	Average	Small	Large
180 kg	300 kg	370 kg	200 kg	100 kg

Committed Product FROM MONDAY 10/9/18 CATCH

CUSTOMER	ORDER #	kg	SIZE	FORMAT	MARGIN \$/kg	MARGIN \$
Costco	12345	300kg	M1	1kg MAP	\$1.75/kg	\$5.25/kg
JOTO	67890	200kg	MEDIUM	Loose	\$4.23/kg	\$8.46/kg
Transtasman	11121	370 kg	LARGE	400g Cooked	100/kg	370/kg

Uncommitted Product AT 1:15PM ON TUESDAY 11/9/18

SMALLS	M2	M1	MEDIUM	LARGE
100% white	100% white	75% white	50% white	100% white
Average	Average	Average	Small	Large
70 kg	50 kg	70 kg	150 kg	60 kg



Real time grade data sent
to customer advising
availability of stock



