

EXMOUTH

# Wild Prawn Fest

PRESENTED BY  
**Sea Harvest**  
AUSTRALIA



Fresh, **Wild** & Unforgettable

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**STALL HOLDER PROSPECTUS**

2026

# Western Australia's Ultimate Ocean-to-Plate Festival



Launching in April 2026, the Exmouth Wild Prawn Festival will celebrate one of Western Australia's most extraordinary natural assets — the Exmouth Wild Prawn — and the pristine environment, people, and industry that bring it to the world.

Set against the backdrop of the Ningaloo Coast, the festival will bring together locals, visitors, chefs, fishers, and food lovers for a weekend of ocean-to-plate experiences. From the Welcoming of the Fleet to long-table beach feasts, hands-on cook-ups, the community event on the wharf, and the Exmouth Prawn Trail, the festival will become a standout event on the WA culinary and tourism calendar.

This is an opportunity for brands to align with sustainability, regional economic development, premium WA produce, and the story of a fishery that has been certified by the Marine Stewardship Council for almost a decade.



# Sustainability You Can Stand Behind



## Building confidence through proven science, responsible fishing and global certification.

The Exmouth Wild Prawn Fishery is recognised as one of the world's most carefully managed and scientifically monitored prawn fisheries, it is an industry leader in sustainability, innovation and ecological stewardship — making partnership with the Exmouth Wild Prawn Festival a positive, future-focused brand alignment.

Sea Harvest Australia holds 100% of the commercial prawn licences in the Exmouth Gulf, operating with a long-held philosophy: fish lightly, fish respectfully and protect the ecosystem that sustains us. Only 25% of the Gulf is trawled each year, with coral gardens, sponge fields and seagrass meadows permanently protected. Fishing seasons are timed to environmental cues, and vessels return on the lunar cycle, ensuring natural recovery periods across the entire fishery.

In 2015, the fishery achieved Marine Stewardship Council (MSC) certification — the world's most rigorous benchmark for sustainable fishing. It was recertified in 2020 and will celebrate 10 years of continuous MSC certification in April 2026, placing Exmouth among a very small group of global fisheries with this level of verified sustainability. This milestone reflects the fishery's decades-long commitment to scientific management, ecological monitoring and independent auditing.



**LOOK FOR THE  
BLUE LABEL**

MSC-F-30006



Sea Harvest continues to invest heavily in world-class bycatch reduction and habitat protection technologies, including turtle exclusion devices, shark and ray escape hatches, mesh panels that allow fish to swim free, and gentle live-water hopper systems that return bycatch safely to the ocean. These measures are developed in partnership with DPIRD and leading marine scientists — an approach recognised internationally as best practice.

**For partners, this means the Exmouth Wild Prawn Festival represents not only a celebration of world-class produce, but a story of responsible, science-led fishing that protects one of the planet's most unique marine environments. Aligning with this festival aligns your brand with sustainability, stewardship, community and authenticity.**

This is Western Australia's premium wild prawn, shaped entirely by the pristine waters of the Ningaloo Coast and harvested by a fleet that has been caring for this environment for more than 50 years. It is a product — and a fishery — partners can support with confidence and pride.

# Food Truck & Stallholder Opportunity



## Prawns on the Wharf

### FOOD TRUCK & STALLHOLDER OPPORTUNITY

Saturday 11 April 2026 · Exmouth Marina · April School Holidays

Join us for one of Exmouth's most anticipated new events — the Twilight Community Celebration, hosted at the Sea Harvest commercial wharf in the Exmouth Marina. Held during the busiest week of the April school holidays, this unforgettable evening brings together locals, visitors and seafood lovers for a unique festival experience on the water's edge.

Set against the spectacular Ningaloo sunset, this event will feature:

- **Guided vessel tours** of working prawn trawlers earlier in the day
- **Local market stalls** and **food trucks**
- **Fresh Exmouth Wild Caught Prawns** served straight from the fleet
- **Kids' entertainment**, activations and educational displays
- **A lively bar** stocked with local brews and regional favourites
- **Live music** and a relaxed coastal festival atmosphere

With a capacity of 650 attendees, this is a guaranteed-audience, high-visibility opportunity for participating businesses.

### We are seeking



**5** FOOD TRUCKS



**25** MARKET STALLS

Spaces are strictly limited and expected to fill quickly.



# Why You Should Be Involved



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### A PREMIUM, HIGH-TRAFFIC EVENT WITH STRONG COMMUNITY APPEAL

#### GUARANTEED ATTENDANCE — 650 TICKETS AVAILABLE

As a ticketed event, stallholders benefit from a confirmed audience and high engagement throughout the evening.

#### DEDICATED FESTIVAL MARKETING CAMPAIGN

Your business will gain exposure through a multi-channel promotional program including:

- Menu Magazine
- 4x4 Western Australia Magazine
- Festival social media platforms
- Digital PR
- Festival website
- Local radio
- Channel 9 coverage

#### AN UNMISSABLE SCHOOL HOLIDAY EVENT

Held at the height of the April holidays, this celebration captures both local families and the region's peak visitor traffic.

#### COMPLIMENTARY STALL SPACE — SUPPORTING COMMUNITY ENGAGEMENT

- There is no stallholder fee to participate in this year's event.
- Instead, we invite stallholders to contribute a small gift or voucher that can be used as a door prize or giveaway on the day. For food vendors, this may be a food voucher.
- This approach allows businesses to be involved at no cost, while still contributing to the community atmosphere and helping us create added value and engagement for attendees.



# Why partner with us?



## 1. ALIGN WITH WORLD-LEADING SUSTAINABILITY

The Exmouth Wild Prawn fishery holds Marine Stewardship Council certification — the global gold standard in sustainable fishing. Partners will stand alongside a decade of verified responsible practice

## 2. CELEBRATE PREMIUM WA PRODUCE

The Exmouth Wild Caught Prawn is the jewel in the crown of Australian seafood — sweet, clean, and shaped by one of the most pristine marine ecosystems in the world.

## 3. ACCESS A HIGH-VALUE REGIONAL TOURISM MARKET

Exmouth attracts hundreds of thousands of visitors annually, from culinary travellers to 4WD explorers, divers, anglers, and families. Festival timing ensures strong interstate and intrastate engagement.

## 4. SUPPORT REGIONAL ECONOMIC DEVELOPMENT

Your investment contributes directly to local industry, hospitality, youth opportunities, training pathways, and community pride across the Gascoyne region.

## 5. BE SEEN, HEARD & SHARED

With coordinated PR, social media, regional and metropolitan coverage, and the ability to create bespoke brand moments, partners benefit from strong exposure before, during, and after the festival.

# Be Part of an Unforgettable Evening

This is a rare chance to trade at an iconic marine location, be part of a brand-new signature WA event, and connect your business with a crowd that loves quality, local flavour and community spirit.

Spaces are extremely limited. Don't miss out.



PRESENTED BY



For further information or to discuss your involvement, please contact:

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