

CAPABILITY STATEMENT 2025



blueshift consulting

New Thinking for
the Blue Economy

ABOUT US

Blueshift is your trusted partner in blue economy consultancy services – with a deep understanding of the blue economy, we help clients navigate complex issues across marine and coastal regulation, science and engineering, technology and data, commerce and economics. Our team brings a strategic and results-driven approach to every project, constantly striving to deliver solutions that create value for our clients.

WHO ARE WE?

Blueshift provides corporate advisory, management and technical consulting services tailored to the unique challenges of the blue economy.

We provide multi-disciplinary services to support our clients working in traditional, new and emerging industries, services and activities that operate in, on and adjacent to marine and aquatic environments.

Over the last five years, Blueshift has established itself as a leading adviser in the fisheries and aquaculture sectors. Most recently we have been working in the fast-evolving taxonomies of blue carbon, carbon neutrality, natural capital accounting, environmental markets, and sustainable finance.

OUR APPROACH

Blueshift employs an **innovative** and **strategic** approach to our consulting assignments drawing on the skills backgrounds of our teams, using a range of traditional consulting and advisory approaches and new technical, data, and analytical tools which seek to provide value-adding outcomes for our clients.

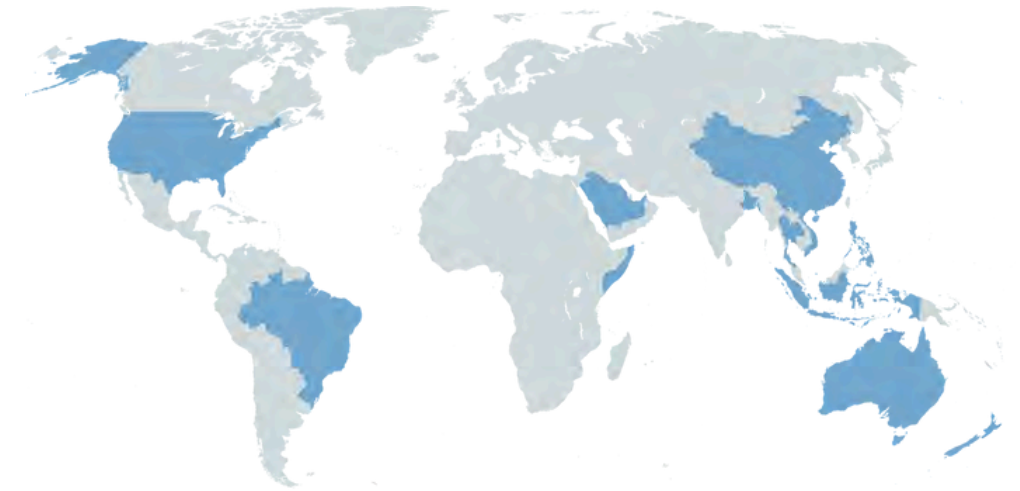
SUSTAINABLE DEVELOPMENT GOALS

Our work is strongly aligned with the United Nations Sustainable Development Goals (SDGs), particularly SDG 12, 13 and 14.



CONSULTING ACROSS CONTINENTS

We boast a strong global presence having engaged with clients across key regions including the Middle East, Oceania and South-East Asia.



CLIENT-DRIVEN OUTCOMES

We work with a broad range of clients from corporate multi-nationals to start-ups, governments and non-governmental organisations (NGOs), in a range of sectors, including:

Blue Food

Farmers, producers, processors suppliers and wholesalers

Offshore & Coastal Energy

Developers & operators

Shipping, port & coastal infrastructure

Operators & constructors

Gov. resource, estate, asset & commodity

Managers

Education, training, R&D bodies

INDIGENOUS-LED PROJECTS

Over the last decade, we have increasingly worked with First nations people on the social, cultural, spiritual aspects associated with the millennia of involvement indigenous people have had with what we now call the blue economy.

We have extensive experience working on Indigenous-led initiatives across Australia, with a focus on community-driven outcomes. We have worked with a host of Indigenous councils, authorities, companies and organisations including the Indigenous Land and Sea Corporation (ILSC), JNC Group, Far West Coast Aboriginal Corporation, Tasmanian Aboriginal Council, and Palm Island Aboriginal Shire Council.

SECTORS

Blueshift operates across a broad spectrum of blue economy sectors, providing strategic, technical, and commercial expertise to help clients navigate complexity, manage risk, and seize opportunity. Our team brings a strategic and results-driven approach to every project, constantly striving to deliver solutions that create value.

OUR AREAS OF EXPERTISE



Aquaculture



Fisheries



Marine Ecosystems



Environmental Markets



Blue Finance



Terrestrial Food Production



Corporate Advisory



Offshore & Coastal Development

AQUACULTURE



Blueshift is a leading aquaculture adviser with decades of experience and a team with hands-on industry expertise. We help businesses optimise production, enhance environmental management, refine sales strategies, and navigate complex regulations. Our expertise covers species selection, farming systems—including offshore pens, RAS, raceways, ponds, and IMTA—and market positioning. We support sustainable growth while ensuring businesses meet industry, community, and regulatory expectations.

FISHERIES



Blueshift supports the fisheries sector with specialised services in resource management, sustainability, and regulatory compliance. We provide strategic advice on fisheries management, market access, and sustainable practices, helping businesses adapt to industry demands while safeguarding marine resources.

MARINE ECOSYSTEMS



We provide expert guidance on marine ecosystem conservation, including blue carbon, impact assessment, and habitat restoration. We help assess ecological impacts, ensuring projects align with environmental goals while fostering regenerative practices and new industries. We typically work with emerging and state-of-the-art technology and systems to support data collection and analyses such as remote sensing, numerical modelling, big data, mapping/GIS and AI/ML tools.

ENVIRONMENTAL MARKETS



Our team of experts provides advisory services for businesses seeking to engage in environmental markets. We assist clients in navigating areas such as blue carbon, nature-based solutions, and environmental credits, offering guidance on feasibility, compliance, and regulatory requirements. Our services help organisations align their operations with emerging market opportunities, ensuring they meet sustainability goals while maximising value.

OFFSHORE & COASTAL DEVELOPMENT



Our consultants guide clients through planning and environmental approvals with Australian and global expertise.

We have experience in offshore energy, dredging, coastal construction, fish farms, desalination plants, pipelines, and more. For complex projects, we focus on bespoke processes, reducing duplication, ensuring schedule certainty, and applying a risk-based approach to impact assessment and mitigation.

BLUE FINANCE



Blueshift is at the forefront of blue finance initiatives, leading projects that link sustainability with economic value. We conducted the first carbon footprint assessment of Australia's seafood industry, explored nature-based accounting for bivalve aquaculture to quantify carbon and nutrient benefits, and assessed environmental market opportunities for seaweed farming, including carbon, nutrient, and biodiversity trading.

CORPORATE ADVISORY



Blueshift provides corporate advisory services to public and private companies, helping them stay ahead of trends and capitalise on M&A opportunities. Our team supports investment assessments, financing options, strategic decisions, post-merger integration, and ESG, CSR, and sustainability reporting. We conduct market assessments and work with funding partners to help clients navigate trends and financing opportunities in the blue economy.

TERRESTRIAL FOOD PRODUCTION



We partner with farmers, agribusinesses, and industry stakeholders to promote sustainable practices, address biosecurity concerns, and boost productivity across the supply chain. We offer strategic guidance to optimise operations and tackle sector challenges. We also support Australian governments in building drought resilience and explore aquaculture as a diversification strategy.



PAST PROJECTS

Blueshift possesses extensive experience and expertise across the blue economy sectors, with a particular focus on aquaculture and fisheries. From large-scale commercial ventures to community-based initiatives, our portfolio comprises a diverse range of projects undertaken across the globe. Across these projects, we have worked with a spectrum of clients including private enterprises, Indigenous corporations, government agencies, and non-governmental organisations (NGOs).

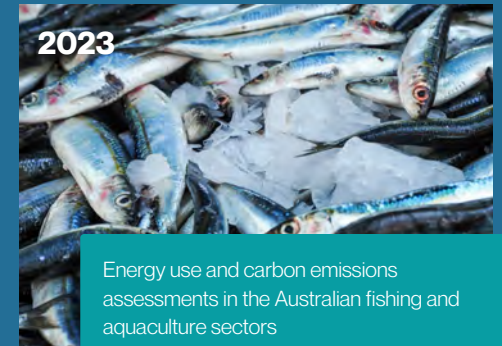
PROJECT HIGHLIGHTS

2024



The bigger blue potential for Asparagopsis: A review of the potential for environmental credits for the Asparagopsis industry

2023



Energy use and carbon emissions assessments in the Australian fishing and aquaculture sectors

2023



Next Generation Aquaculture Park Concept Master Plan

2024



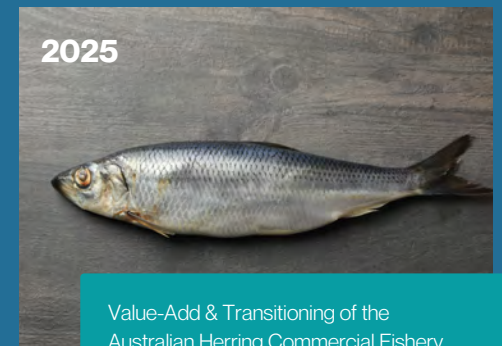
Development of the Domestic Saudi Responsible Fisheries Label

2023



Northern Australian Aquaculture Situational Analysis

2025



Value-Add & Transitioning of the Australian Herring Commercial Fishery



2024

Carbon Footprint of Australia's Prawn Farming Industry



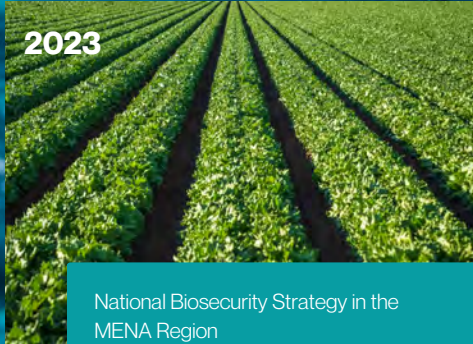
2023

Life Cycle Analysis of Pearling



2023

Assessment of Coral Reef and Pelagic Fisheries in the MENA Region



2023

National Biosecurity Strategy in the MENA Region



2025

Navigating New Waters: Supporting F&A Businesses to Pursue Seafood Tourism as a Diversification Pathway



2022

Development of a new National Fisheries Authority Model and Seafood Quality Assurance Centre



2023

Tiwi Island Crocodile Farm Business Model Assessment



2024

Technical Audit & Review of large shrimp farming enterprise



2023

Valuation, Due Diligence & Negotiation Support for Aquaculture Asset Acquisition



2023

Developing a legislative framework and legal systems for Fisheries & Aquaculture (F&A) sectors in KSA



2025

Kepa Kurl Esperance Aquaculture Precinct



2025

New South Wales Farmers Carbon Calculator Consultations

BlueComms

Communication solutions for the Blue Economy

The Mission

To deliver **clear, impactful messaging** that facilitates understanding, generates value, and fuels industry growth across the Blue Economy.

Guiding Principles

Education & understanding

Knowledge transfer

Impact

Storytelling

We launched BlueComms to provide a range of **practical, cost-effective** communication services to clients across industry, government, and academia. These services are designed to generate value across the blue economy. Each service is tailored to meet our client's unique needs, ensuring their message reaches those who matter most.

OUR SERVICES

INFOGRAPHICS

SLIDE DECKS

COMMS REVIEW

DOC
FORMATTING

ENGAGEMENT
STRATEGIES

WEB DESIGN



MEET THE TEAM



Rob Bell

Director

Experienced technical, management & commercial consultant



Patricia Watts

Project Manager

Skilled project manager & consultant



Olivia Smailes

Consultant & Comms Lead

Fisheries scientist & skilled science communicator



Aimee Nicholson-Jack

Consultant

Marine biologist with extensive field experience



Zachary Cave

Consultant

Aquaculture scientist & skilled researcher



Dan Fels

Consultant

Economist with over 30 years of experience



Pierre Fallourd

Consultant

The sustainability value generator



Dr Craig Lawrence

Consultant

Adjunct Associate Professor & highly experienced aquaculturist

KEEN TO **FIND**
OUT MORE?

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 Blueshift Consulting

