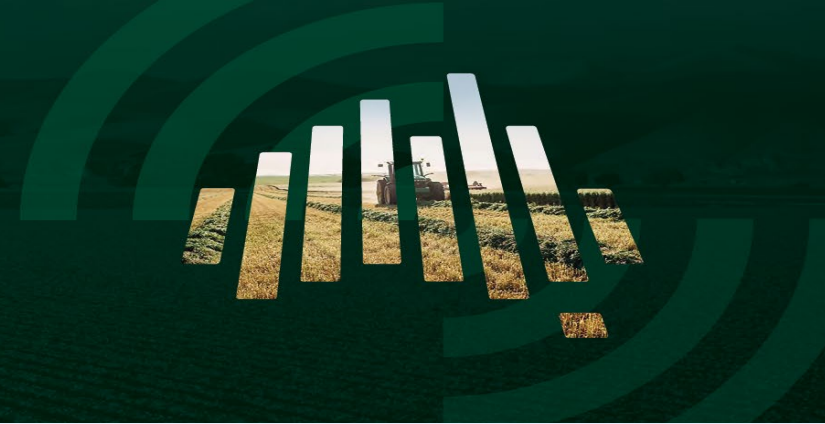


# USE CASE: DAVID, LONGLINE FISHING

AgriFutures Australia



## Connectivity Persona: David



### Longline Fishing Operations Manager

*“Robust, consistent connectivity is essential to the operational efficiency of the vessel also for the mental wellbeing of our staff”*

David, is a believer in the importance of **connectivity for modern wild catch fishing**. His organisation heavily relies on expensive **geostationary satellite** connectivity, **wi-fi** and **UHF radio** in it's day to day operations at sea. To support and maintain fleet connectivity, he collaborates with specialised engineers, flying them from other states due to their scarcity. Recognising connectivity as an essential requirement for **operations, compliance, and safety** during long periods at sea, David ensures emerging technologies are allocated. However, **he faces quality of service challenges** with volatile and costly satellite bandwidth. His company plans to **trial Low Earth Orbit Satellite** solutions however, David remains concerned about coverage in remote southern fishing regions.

#### USER ENVIRONMENT

##### LOCATION:

Remote, on-boat, connectivity to the internet from operational areas and crew quarters.

##### AGRITECH IN USE

VMS, Catch Reporting Software<sup>1,2,3,8</sup>, E-PIRBS<sup>1</sup>, Fish finder<sup>1</sup>, E-Monitoring video cameras and sensors<sup>8</sup>

##### CONNECTIVITY IN USE

1. Geostationary satellite,
2. Point to Point Wireless,
3. Wi-Fi,
4. VHF,
5. UHF radio,
6. Digital Select Calling,
7. Cellular,
8. 4G/LTE,
9. Wi-Fi calling.

#### GOALS

##### TASKS:

Catch/compliance reporting/monitoring<sup>1,2,3,8</sup>, personal administration<sup>1,2,3,7,8,9</sup>, research, email<sup>1,2,3,8</sup>, backoffice reporting<sup>1,2,3,8</sup>.

##### OBJECTIVES

To use connectivity to support/enhance operational efficiency, compliance and crew wellbeing.

#### PAIN POINTS

##### BUSINESS CASE:

Provision and maintenance of service is essential but very expensive for the organisation to supply and maintain.

##### TECHNOLOGY

Quality of service is the biggest issue, often there is not enough bandwidth to carry out essential tasks such as time sensitive compliance reporting resulting in fines. Crew are also unable to contact home and manage their affairs like online banking which leads to mental health issues.

##### SUPPORT

Available support is very limited and costly, there are few trusted experts in Australia. David leans on his consultants for advice and information about new technologies.