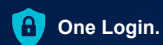




WRL DIGITAL ECOSYSTEM ROADSHOW



One Login.



Connected
Services.



Increased
Productivity.

Taking the Digital Future on the Road

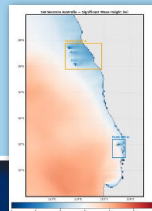
FISHOPS

Catch Recording &
At-Sea Pot Management



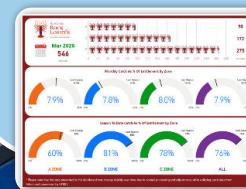
PRE-TRIP PLANNING

Weather &
Forecasting
Trip Planning



ANALYTICS

Industry Insights

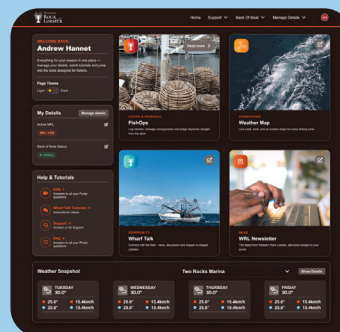


WHARF TALK

Member Forum



MEMBER CENTRAL



Member Portal

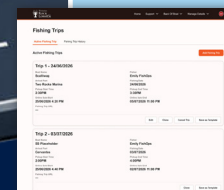
LMS

Safety & Compliance Training



BACK OF BOAT

Direct-to-Public Sales



TUES 1 SEPT
(Hillarys Yacht Club)

THURS 3 SEPT
(Geraldton Multipurpose Centre)



DRAGONFLY

Diversus



Western
ROCK
LOBSTER
World leading sustainable fishery

veris



OCEANUM



WESTERN ROCK LOBSTER DIGITAL ECOSYSTEM ROADSHOW



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“ *Western Rock Lobster’s Digital Ecosystem Roadshow is coming to Hillarys and Geraldton, giving fishers a first-hand look at a new generation of digital products designed specifically for the Western Rock Lobster industry.* ”

THE DIGITAL JOURNEY SO FAR

The WRL Roadshow is a practical product showcase where fishers can see the tools in action, understand how the different products connect and discover how they can support the day-to-day operation of a modern fishing business.

The Digital Ecosystem is the culmination of years of planning, consultation, research and development. It brings previously separate services together within one coordinated digital environment, giving fishers world-class access to information and tools that can improve productivity, support better decision-making and make life on and off the water easier.

At the centre of the ecosystem is Member Central, WRL’s new member portal. Through one secure login, fishers will be able to access FishOps, Wharf Talk, weather and trip-planning tools, safety and compliance resources, industry



analytics, Back of Boat services and other valuable information.

Member Central will provide a streamlined entry point across desktop, tablet and mobile devices, making important information easier to access when and where it is needed. FishOps will support more efficient operational record-

keeping, while weather, mapping and trip-planning tools will help fishers prepare for time on the water. Industry data, analytics and digital safety resources will also support safer, more informed and productive fishing operations.

Supported by **Veris**, **Diversus**, **Dragonfly** and **Oceanum**, the Roadshow will demonstrate how each product contributes to the wider ecosystem and how the technology works together to create a more connected and user-friendly experience.

Most importantly, the Roadshow marks the transition from years of planning into practical delivery. It will give fishers the opportunity to see how WRL’s investment in digital transformation is providing modern, industry-specific tools to improve fishing productivity and help build safer, more efficient and profitable businesses.



WESTERN ROCK LOBSTER DIGITAL ECOSYSTEM ROADSHOW



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ROADSHOW - DAY 1 | TUESDAY 1 SEPTEMBER 2026 | HILLARYS YACHT CLUB (65 NORTHSIDE DR HILLARYS)

SCHEDULE	START	END
- Registration	8.30am	8.45am
INTRO TO SESSION - WELCOME	8.45am	9.00am
Fisher Journey - The WRL Ecosystem - Member Central/ Wharf Talk - Learning Management System - SeaSafe - Back of Boat	9.00am	10.15am
MORNING TEA / COFFEE	10.15am	10.45am
Fisher Journey - The WRL Ecosystem (Cont'd) - Pre-Trip Planning - Weather Forecasting - FishOps - Analytics (Data)	10.45am	12.15pm
LUNCH	12.15pm	1.00pm
Making Sense of the Data	1.00pm	2.00pm
Feedback Session		
FishOps Demo - On Main stage (Leads the Break out sessions)	2.00pm	2.30pm
Break out Sessions	2.30pm	3.15pm
Q&A - Panel Discussion	3.15pm	3.45pm
Closing Remarks - Prize Giveaways	3.45pm	4.00pm
DRINKS	4.00pm Onwards	

- Program may be subject to change.



WESTERN ROCK LOBSTER DIGITAL ECOSYSTEM ROADSHOW



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Increased
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ROADSHOW - DAY 2 | THURSDAY 3 SEPTEMBER 2026 | GERALDTON MULTIPURPOSE CENTRE (250 MARINE TERRACE, GERALDTON)

SCHEDULE	START	END
- Registration	8.30am	8.45am
INTRO TO SESSION - WELCOME	8.45am	9.00am
Fisher Journey - The WRL Ecosystem - Member Central/ Wharf Talk - Learning Management System - SeaSafe - Back of Boat	9.00am	10.15am
MORNING TEA / COFFEE	10.15am	10.45am
Fisher Journey - The WRL Ecosystem (Cont'd) - Pre-Trip Planning - Weather Forecasting - FishOps - Analytics (Data)	10.45am	12.15pm
LUNCH	12.15pm	1.00pm
Making Sense of the Data	1.00pm	2.00pm
Feedback Session		
FishOps Demo - On Main stage (Leads the Break out sessions)	2.00pm	2.30pm
Break out Sessions	2.30pm	3.15pm
Q&A - Panel Discussion	3.15pm	3.45pm
Closing Remarks - Prize Giveaways	3.45pm	4.00pm
DRINKS	4.00pm Onwards	

- *Program may be subject to change.*