

An Open Letter to the Exmouth Community

To the people of Exmouth,

We want to speak directly to you - openly, respectfully and without spin - about Sebatikel.

This place matters to us. Not as a destination, not as a development opportunity, but as a town with history, spirit, resilience and a deep relationship with its landscape and sea. We know that love for Exmouth isn't loud. It's lived.

Our connection to this region is personal. Our family's ties here go back generations - through service, land, stories and time spent returning again and again. Long before Sebatikel had a name, the region shaped how we see the world. Its scale, its rawness, its refusal to be rushed. Exmouth has always had a way of reminding us what actually matters.

Sebatikel is our ode to that.

We are not outsiders parachuting in. We are not chasing scale, speed or spectacle. This project has taken years of thought, listening, revision and restraint. Every decision - from where we build, to how lightly we build, to whether we build at all - has been weighed against one simple question: *does this belong here?*

We've invested deeply - emotionally, financially, creatively - because we believe Exmouth deserves projects that are considered, not imposed. That take the long road. That understand that doing less, properly, is often harder than doing more.

Sebatikel is intentionally small. Low-impact. Designed to sit quietly within the land rather than over it. It is shaped by the climate, the soil, the wind, the night sky. Not by trends or shortcuts. We've committed to becoming climate-positive, not as a headline, but as a responsibility. That means renewable energy, water stewardship, waste reduction, conservation partnerships and an operating model that gives more back than it takes.

We see Sebatikel as part of a wider effort to protect what makes this place extraordinary - Palyadi Manu, Nyinggulu, the ranges, the reef, the stories and the stillness. Tourism here must evolve thoughtfully, or it risks eroding the very things people come to experience. We want to be part of the solution, not the pressure.

Just as importantly, we want Sebatikel to work with the town - supporting local suppliers, local community and local employment. This is a homegrown project, led by a West Australian family, built with West Australian businesses and local regional materials wherever possible. Our intention is not to extract value, but to embed it.

We know trust isn't granted. It's earned over time. Through actions, not words. This letter isn't a finish line - it's a starting point. A commitment to transparency, dialogue and ongoing accountability as the project progresses.

Exmouth doesn't need to be discovered. It needs to be respected.

Sebatikel exists because of this place, not in spite of it. And we are deeply grateful for the chance to contribute something that honours its past, protects its future and fits - quietly - into the life of the town.

With respect,

Phil Smith, Mon Palmer & Sebastian Smith
Founding Family of Sebatikel