



Media Release

FROM THE OFFICE OF VRFISH - VICTORIA'S
RECREATIONAL FISHING PEAK BODY

18 DECEMBER 2019

VRFISH AWARDED AT THE NATIONAL LEVEL

VRFish, the peak body representing the interests of Victoria's 838,000 recreational fishers, was honoured to receive the Award for Excellence in Recreational Fishing Communication at the National Recreational Fishing Awards in Hobart.

VRFish Executive Officer, Mr. Michael Burgess said, "We are elated to have our innovative approach and communications success recognised at the national level."

Over the past two years, VRFish have worked with Paul Kelly Creative to develop new, modernised branding and a content based marketing approach to ensure fishers can receive relevant and timely content.

"Good communication is critical to inform recreational fishers on issues affecting their fishing. We represent the most passionate fishers in the country, and we have quickly learnt that there is no such thing as 'too much' information when engaging with fishers."

VRFish communicates regularly with more than 65,000 Victorian recreational fishers through its communications. This calendar year, VRFish expects to reach 2 million on Facebook with a 10% engagement rate.

"Our small team of professional staff and our members are revolutionising what we do to communicate and engage with close to one-million Victorian fishers. While there is more exciting work to be done, this recognition confirms we are moving in the right direction."

"We would also like to congratulate our Foundation Member, Fishcare Victoria, who were also recognised by taking out the Award for Best Project or Initiative Encouraging Women/Young People's Participation in Fishing."

"It's never been a better time to be a recreational fisher in Victoria with outstanding support by Minister for Fishing and Boating Jaala Pulford. The Government's *Target One Million* program gives VRFish plenty of content to share and discuss with fishers."



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Habitat



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"We would like to thank our members, Victorian recreational fishers, stakeholders and our online followers for supporting and engaging with us across all of our communication platforms."

VRFish is implementing a new and inclusive membership model enabling all recreational fishers and organisations to join the peak body. Visit the VRFish website for more information: <https://www.vrfish.com.au/membership-join/>

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