

***Let's make
fishing better,
for everyone!***



**Strategic Plan
2020 – 2024**

VRFISH
VICTORIAN RECREATIONAL
FISHING PEAK BODY

VRFish is the Peak Body representing recreational fishers in Victoria with a commitment to provide better recreational fishing experiences for all Victorians.

To do this, we provide opportunities for all Victorian recreational fishers to contribute their views and opinions through surveys, face to face engagement, email, phone, social media and working groups. Their broad and diverse input helps to shape our strategy and advocacy priorities that benefit all recreational fishers.

Some of this work is done through, and together with our members. Our membership comprises of individuals, recreational fishing associations, fishing clubs and affiliated organisations that share the love of recreational fishing and are united in a collective pursuit to make fishing better for current and future generations.

We also engage with a wide network of collaborative partnerships at a state and national level with individuals, organisations and community members who share our values and objectives for recreational fishing.

Our Vision

To make fishing better, for everyone!

Our Mission

VRFish works to make fishing better through leadership in advocacy, policy development and fisher participation.

We work towards making fishing better by:

- Protecting our fishing future
- Enhancing our fishing experiences
- Leading and innovating

Our Values

- **Respect for People:** we value our people and their diversity, knowledge and experiences
- **Innovative:** we are willing to try new things in our pursuit of excellence

- **Integrity:** we are accountable, honest, ethical and genuine; we celebrate the good things we do and learn from our setbacks.
- **Evidence-based:** we critically consider all the available evidence and data in developing our policy
- **Passion:** our love of fishing drives us to be persistent and tenacious in our vision to make fishing better

Our Guiding Principles

- Maintaining recreational fisher's social license to operate
- Represent more recreational fishers
- Meeting the growing needs and aspirations of recreational fishers
- Involve and reflect the diversity of fishers
- Increase the incidence of Government's decision and policy making being informed by expertise-based and broad public opinion
- Improve the quality of information available for recreational fishers

Strategic Plan 2020 – 2024

Key Focus Area:	As the Peak Body, this means we will focus on:	This will make a difference for you by:	What we will have achieved together by 2024 is:
Protecting our fishing future	<ul style="list-style-type: none"> Engaging our members, recreational fishers and other groups to plan for our future. Being at the forefront of promoting responsible and ethical fishing and best practice in fisheries management. 	<ul style="list-style-type: none"> Keeping you updated on what we are doing and how you can be involved. Linking the activities, you love with a new generation of recreational fishers. Working to secure access to your fisheries. Informing you about the fishing management priorities and policies. 	<ul style="list-style-type: none"> No net loss of fisheries and access to recreational fishing. Members, recreational fishers and other groups will know the way we do things at VRFish and how we engage with them. There are more new recreational fishers of all ages actively involved with VRFish. Increased the recognition of the role recreational fishers play in the stewardship and conservation of fish and our waterways.
Enhancing our fishing experiences	<ul style="list-style-type: none"> Understanding what impacts our members when they are fishing in order to effectively improve experiences for recreational fishers. 	<ul style="list-style-type: none"> Giving you information about our plans and solutions to make fishing better. Making it easy for you to share information about fishing with us and others. Knowing our position statements and having an opportunity to shape them. 	<ul style="list-style-type: none"> Better fishing opportunities, including increased boat launching capacity and quality. Marine, freshwater and estuarine habitat restoration and enhancement rolling plans are successfully implemented and activated. An effective feedback loop system is place and operating well so we know what is happening and so do you.
Leading and innovating	<ul style="list-style-type: none"> Presenting a clear advocacy platform and anchoring our thinking in the future. Creating best practice and innovation through developing the skills of our staff, board and other. 	<ul style="list-style-type: none"> Securing more support for recreational fishing. Growing the number of people who share our interests in recreational fishing. Developing our ability to fund what is important to recreational fishers. 	<ul style="list-style-type: none"> Recreational fishers, the government and the public will be more aware of and informed about our advocacy efforts and will be able to engage to make a stronger voice. There will be greater diversity of people who are actively involved in VRFish through membership. Multiple revenue streams are in place to ensure we are sustainable and investing in areas of importance. We have an effective leadership and governance program in place. Our members and partners will feel valued.

Our Advocacy Priorities:

Here are the advocacy priorities VRFish is working on to make fishing better, for everyone:



Access

Advocating for better access, fixing our boat ramps and defending your fishing rights to access our waterways.



Habitat

Improving our vital fish habitats through restoration, enhancement and protection.



Water

Keeping our waters healthy, our rivers flowing and defending recreational and environmental water allocations.



Promote

Promoting recreational fishing in Victoria, creating new and vibrant fisheries and supporting the next generation of fishers..



Best Practice

Supporting our fishers to take a lead role in the stewardship of our fish and waterways, fish responsibly and safely and promote fish for the future.



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