

Annual 19-20 Report



VR FISH
VICTORIAN RECREATIONAL
FISHING PEAK BODY



***Let's Make
Fishing Better,
for Everyone!***



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Chairman's Report



As the Chairman of VRFish it is a pleasure to report on our success during the 2019-20 financial year, through our continued membership growth and strong advocacy activities.

This year will go down as a new phase of VRFish as our membership continues to grow with the roll out of even more membership categories. This currently provides the fishers of Victoria enhanced opportunities to join VRFish and have their say. They can promote their views on the multitude of issues linked to recreational fishing outcomes, complete our surveys as required and receive our e-newsletters.

Advocacy has always been the corner stone of success for our state-based organisation representing in excess of 838,000 recreational fishers. Advocacy is identified by the VRFish Board as the major key stone of success and we fully intend to increase it substantially over the coming year with a stronger and defined approach. We are currently moving forward to increase our advocacy even further with our new membership model. With this change to our membership model, communication with our members and supporters has been critical.

As always, it is with due diligence that we retain a surplus of funds to ensure we can trade until our funds are allocated for the year ahead and not become insolvent.

It was extremely exciting for VRFish to be presented with the National Award for Excellence in Recreational Fishing Communication at the National Recreational Fishing Conference held in Tasmania in late 2019.

The VRFish Board has also introduced a stronger approach to further improve our governance procedures through a new Strategic Plan. This will clearly define the strategic deliverables required from the Board, the EO and the staff.

Michelle Wenner, one of our valued staff members has moved on and is now employed with the Victorian Fisheries Authority. Many thanks to Michelle for her input into the running of VRFish over several years and I wish her every success with her new employment opportunity. Most importantly, VRFish looks forward to working with Michelle in her new role. Recruitment for a replacement staff member has begun to help us move forward and promote enhanced direct advocacy outcomes with our membership and all Victorian recreational fishers.

The other major issue that is always on our agenda is maintaining excellent relationships and working arrangements with Government Ministers, the Victorian Fisheries Authority and the multitude of other agencies across Victoria. It's always been very apparent that, in-general, fishers have a strong passion to enjoy the outdoors and go fishing individually, with friends and families, either in salt or freshwater locations. A key principle of our professional advocacy services is to work with the government and agencies to consider, promote and discuss any issues fishers raise with VRFish to "make fishing better, for everyone."

VRFish 25 years of service

I can remember the day that VRFish was defined and appointed by the Government as the Recreational Fishing Peak Body to represent the recreational fishers of Victoria. It was at a time of change to fishing regulations in Victoria where only freshwater fishers needed a fishing licence. With the change was the introduction of an all waters fishing licence, the funding of VRFish as the Recreational Fishing Peak Body to represent fishers, and most importantly the introduction of a Trust Fund to administer licence fees for the benefit of recreational fishing. Currently 25 years on the Trust Fund is still preserved for funding of recreational fishing improvements and positive outcomes.

Recently, it was exciting to have VRFish recognised as a Sport and Recreation Body by Sport and Recreation Victoria.

Fisher Access

Recreational fishers Victoria-wide currently regard unrestricted access to fishing locations as highly desirable. Access to Crown Land has always been defined as open to recreational fishers. A State Government election promise, supported by VRFish, is to open up illegal closures to access points and provide camping and enhanced access to Crown Frontage. It is with some strong concerns that some agencies are reflecting an approach that will lead to all Victorian fishers and communities not being given equal access rights. VRFish has a policy of access inclusion for all, and we will continue to maintain and promote this at every opportunity.

Disaster after disaster

It would be very remiss of me if I failed to comment and reflect on this year of disaster after disaster as being unprecedented in Victoria. The Government have had little choice but to introduce COVID-19 restrictions in Victoria and declare a 'State of Disaster' to maintain human health, safety and wellbeing.

The devastating bushfires impacted on rivers and creek systems with destroyed biodiversity and siltation that often has devastating effects on fish populations.

We were informed at a VRFish Member Forum that recovery of streams and creeks can take three years to recover from these bushfires and the loss of fishing opportunities and environment sustainability is very apparent.

The COVID-19 coronavirus has also produced unprecedented impacts on our Victorian fisher's ability to enjoy fishing opportunities. Community lockdowns, closures to fishing and fishing facilities and restricted travel has been the "Order of the Day" in 2020, impacting on the health and wellbeing of Victorian recreational fishers.

The Darling River disaster where over one million dead fish occurred has also raised the alarm bells with many Victorian fishers. Many believe water management was the major cause and the battle to rectify the situation continues. The number of native fish that perished including the iconic Murray cod was very concerning.

High summer flows in the lower Goulburn River is another emerging disaster with unprecedented widespread erosion occurring due to more water allocations down the river

for irrigation. This issue is directly linked to inter-valley water trading and needs rectifying. Many are commenting the river is quickly becoming an irrigation channel with no consideration of the breeding fish population such as the iconic Murray cod and other native fish species. Refuge holes that are so important for fish survival will potentially quickly become destroyed by high river flows, bank erosion and silt loads.

To finish on a positive note, there has been many magnificent outcomes for recreational fishers over the past year. Inland waters and waterways continued to be stocked heavily with suitable fish species, new waters stocked, urban lakes stocked with fish, access to several water storage reservoirs opened up, a new native fish hatchery being constructed, Gippsland Lakes returned to recreational fishing only with a recovery plan being drafted, angler riparian partnership program continues, and many more positive fishing outcomes introduced by the current government.

The future of "making fishing better, for everyone" is clearly being implemented.

Take care and stay healthy, it's only a matter of time before we can again enjoy all Victoria's wonderful fishing opportunities.

Rob Loats



Take care and stay healthy, its only a matter of time before we can again enjoy all Victoria's wonderful fishing opportunities.

Executive Officer's Report

The 2019-20 financial year was uncharted territory with the worst bushfire season on record followed by an ongoing global virus pandemic causing significant and unprecedented disruption to recreational fishing in Victoria.

In the first half, we were backing the State Government's efforts in implementing the many election commitments VRFish had asked for, in particular the Gippsland Lakes commercial netting compulsory buy-back, on-water access to reservoirs and the Better Boating policy. Then 2020 was dominated by catastrophic bushfires followed by unprecedented fishing restrictions as part of the Victorian Government's response to the COVID-19 global pandemic.

Overall, this affected our planned delivery and budget expenditure. It was to be VRFish's celebration of 25 years of operation. Recreational fishers contacted VRFish in droves expressing their concerns about the impact of COVID-19 restrictions. Planned face to face engagement, consultation and events were put on hold including the rollout of the next phase of our advocacy efforts.

During these dark times, VRFish used the COVID-19 fishing restrictions to highlight how important recreational fishing is to the health and well-being of so many Victorians. The excitement around the VFA's Golden Tag Competition injected the benefits of recreational fishing tourism to our fire-affected regions. This was short-lived as the closure of fishing for the first time was a sombre time. VRFish received both petitions from anglers to overturn

the ban and support for doing whatever was required to stop the spread of the virus. VRFish played a key role in encouraging fishers to play their part as part of the public health response. As the COVID-19 curve flattened, we called for a safe and sustainable approach to the return of fishing in line with the return to sport guidelines. The success of our advocacy culminated in the next time Stage 3 restrictions were introduced - recreational fishing and boating were permitted as outdoor recreation albeit with travel restrictions.

A tremendous highlight for VRFish in December 2019 was collecting the Award for Excellence in Recreational Fishing Communication at the biennial National Recreational Fishing Awards.

This hefty achievement was a result of reconfiguring our communications into a savvy digital content marketing strategy to maximise reach and impact for our advocacy efforts. Given our limited resources, VRFish's social media and website metrics has been outstanding and sees us punch well above our weight against other organisations that have a much larger budget and bigger team than we do. What was really satisfying is to be

recognised by our peers and be applauded for all the great work we undertake in Victoria.

VRFish's digital communications strategy continues to deliver the goods and reach even more Victorian fishers than ever before. Our success with communications has had an unintended consequence of increased level of enquiries through email, social media and phone. Dealing with the workload has led to VRFish to seek out a CRM to find efficiencies to maintain high levels of service to our fishers, members and stakeholders.

VRFish runs a fast-paced operation with many cases, issues and opportunities we are juggling at any one time. When describing what we do and reporting on what we deliver in our Annual Report I wanted to explain more about how we undertake professional advocacy services. While it may not be as exciting and tangible as stocking fish or building boat ramps, none of the initiatives that improve fishing are possible without strong advocacy by VRFish which underpins Government policy and investment. This means having effective working relationships and communications across Ministers, Government departments and agencies, industry bodies and diverse stakeholders.

A huge thank you for all the Board Directors and members of VRFish for supporting the activities and constructively engaging in various consultations.



The way we operate enables your peak body to speak directly to decision and policy makers about the needs and aspirations of recreational fishers. I can also report these stakeholders seek out VRFish for our input and feedback as the recognised peak body for recreational fishing in Victoria. VRFish sits on many reference groups and committees which we can report on. But it's the many phone calls, meetings and emails that are more difficult to report on. It all makes the difference towards protecting our fishing and ensure public policy that is supportive of recreational fishing.

The result for you and your fishing is we see in many cases compatible or favourable outcomes from consultation processes, including well before they are released for public comment thanks to our efforts. This is a deliberate and calculated tactic to get involved in processes as early as possible so that we can influence the process and ensure bad policy and bad decisions don't see the light of day. I would hate to think what recreational fishing would be like in Victoria if we didn't have a funded independent recreational fishing peak body.

This year we farewelled Michelle Wenner as Senior Programs and Partnerships Manager and Alison Wheeler as Finance and Administration Officer. They have both played a critical

role in VRFish operations for several years. Both positions will not be filled and instead a newly created Advocacy and Member Coordinator position will be developed and recruited to supercharge our advocacy efforts and implement the next phase of our change agenda.

Since my time at VRFish commenced, I have been introducing more efficient processes and technology. VRFish now has a paperless office with cloud applications enabling staff to work remotely and streamline administrative processes. During COVID-19 this meant we were fully operational despite working from home. This leaner operating model allows more resources towards our advocacy and frontline services to fishers.

We welcomed many new members to VRFish, including many individuals and launching our Affiliated Organisation Membership.

With well over 130 fishing clubs and associations as members of VRFish, we embarked on an accreditation process to be endorsed a State Sport and Recreation Body.

At the time of writing, VRFish has been endorsed which is a significant achievement that will open up a suite of funding, support and networking opportunities for our members and make our sector even stronger.

A huge thank you for all the Board Directors and members of VRFish for supporting the activities and constructively engaging in various consultations. As we look to planning for the 2020-21 a level of uncertainty will continue with COVID-19 restrictions. I look forward at the eventual return to face to face engagement and implementing a series of regional forums and surveys to find out from you how we can make fishing better for everyone.

There are still many challenges we need to tackle and opportunities to seize to make fishing even better in Victoria.

Michael Burgess

About Us

Our Mission Statement

Let's make fishing better, for everyone.

Who We Are

Established as the Victorian Recreational Fishing Peak Body, VRFish, is your not-for-profit, independent voice representing Victoria's recreational fishers since 1995. We are proud to be part of a huge and diverse community of 838,000 fishers that injects \$2.6 billion each year in economic contribution to the Victorian economy.

We are not the government. We are fishers that want to make fishing better for everyone. Whether it's fish habitat, water security and quality, fishing access and infrastructure or best practice, we aim to work in partnership to make sure Victoria's fishing experiences continue to improve, be sustainable and more enjoyable for all generations of Victorians.

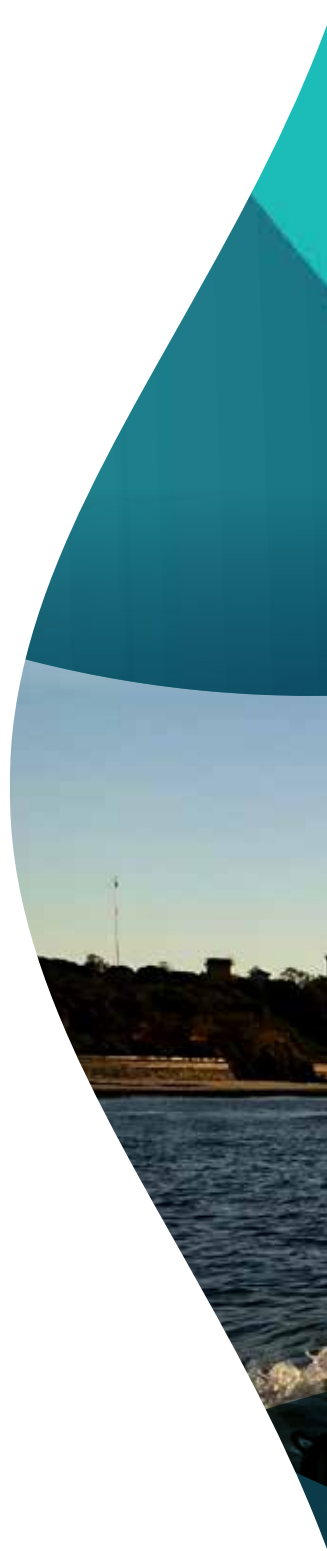
To get the job done, we leverage the skills and passion of our membership and employ a small team of professional staff. The more support we have from Victorian fishers, the stronger voice we have to stand up and protect our fishing future.

What We Do

VRFish needs to be the voice of our fish. Threats to fishing are becoming more complex than ever before as we strive to look after the environment that our fish depend on and tackle issues such as pollution, water management, industrial development, diminishing fishing access, litter and illegal fishing.

VRFish works to raise the profile of fishing as a recreational activity with significant social, cultural and economic benefits. At the same time, we are protecting our fishing lifestyle so that you can get outdoors, connect with nature, relax and enjoy quality time with your family and friends.

We are passionate about supporting you to fish for the future by fostering the adoption of responsible fishing practices and behaviours. The next generation of fishers need our support so that they are given the same opportunities to get outdoors and get hooked on fishing as when we were growing up.



Our Priorities



Habitat

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



Promote

Promoting 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 promote fish for the future.



Water

Keeping our rivers flowing and defending recreational and environmental water allocations.



Access

Fixing our boat ramps and defending your fishing rights to access our waterways.

VRFish works to raise the profile of fishing as a recreational activity with significant social, cultural and economic benefits.

Our Board Members



Rob Loats, Chairman

Meetings Attended 8

Rob is a primary production business manager from rural Victoria. He has extensive experience of issues associated with natural resource and water management and skills associated with government and non-government state agency inputs and outputs.

Rob has provided long term representation for his local club as president and secretary, long term representation of two local angling associations as president and is a past member of the state Fisheries Co-Management Council. He has been on the Fisheries Revenue Allocation Committee (FRAC), is a past Chairman and member of the Recreational Fishing Licence Working Group, member of the Murray Darling Basin Murray Cod Fishery Advisory Group, the North Central Catchment Management Authority Community Leaders Group, Chair of the Northcentral CMA Gunbower, Lower Loddon Native Fish Recovery Plan and a current member of the Snobs Creek Fish Hatchery and Liberation Governance Board. He is a current member of the DELWP Riparian Forum Advisory Group and Life Member of the Mid Northern and Wimmera Angling Associations and Donald Angling Club. Rob's efforts have also earned him the National Mal Ramsay Lifetime Achievement Award 2012. Rob has always been interested in water quality and has recently completed 25 years of voluntary water monitoring with the North Central CMA Waterwatch Program.



Steven Relf, Deputy Chairman

Meetings Attended 7

Steven brings a wealth of experience to the Board of VRFish and is experienced in dealing with a variety of complex issues, adding value to the organisation in an ever-changing environment. Now retired Steven has had over 26 years experience as a senior manager in local government. A member of the Dunlop Bayswater Angling Club (39 years) and Club President for the last 20 years, Steven has a strong commitment to our rivers and streams and a desire to see them returned to their natural condition. Steven is the Former President of the Howqua Association Angling Clubs, and has been a delegate of VRFish for the last 20 years. Steven is the current deputy chair of VRFish and chair of the finance and access committee's.

Steven believes fishers need a strong peak body who can advocate on their behalf and provide a voice back to the VFA and government

As a VRFish representative he is able to give back to the sport he has enjoyed for many years.



Russell Conway

Meetings Attended 8

Russell has been a keen and passionate recreational fisher for over 40 years. He enjoys fishing our quiet country streams and lakes chasing trout and native species just as much as the thrill of fishing for pelagic species around our magnificent coastline.

Russell is the President of the Metropolitan Anglers Association, Chairman of RecFish Australia, past Chairman of VRFish and a life member of the Greensborough & District Angling Club. Russell provides recreational fishing industry expertise to the Board of the Fisheries Research & Development Corporation (FRDC), is a member of the FRDC Recfishing Research Committee and is also a member of the Australian Fish Names Committee. Russell's various roles have provided him with a good understanding of the diverse issues challenging recreational fishers and the importance of effective representation and advocacy to ensure we can all continue to enjoy fishing in the future.



Franz Grasser

Meetings Attended 8

Franz spent his career in various management roles in the energy sector. During this career, Franz commenced a journey of advocacy for the clean energy sector as a board member of a number of Sustainable Energy Industry organisations that were the precursor organisations of the present Clean Energy Council.

The skills Franz brings to VRFish are based on this business and advocacy experience as well as his lifelong fishing experience. This knowledge of advocacy and leadership includes decades of experience as a board member of advocacy organisations.

As an unaffiliated member of VRFish, Franz connects with fishers who are not part of formal fishing organisations. Franz joined VRFish and stood for election to the Board because of his love of fishing and the prospect that his input can make a positive contribution to sustaining recreational fishing into the future. In recent years Franz has been the Chair of the VRFish Access and Infrastructure Reference Group and has been heavily involved in the successful advocacy for improved funding and management of boating infrastructure.



John Hotchin

Meetings Attended 6

John has been actively involved with VRFish since the beginning, he has actively participated in various subcommittees and brings a wealth of knowledge to the VRFish Board. He firmly believes in VRFish and strives to meet the goals set by the fishing community.

John is President of the Geelong Fly Fishing Club and Secretary/ Grants Officer of the Geelong and District Angling Clubs Association. He is a life member of the Geelong Sport and Game Fishing Club and Geelong and District Angling Clubs Association. For 30 years, he has actively promoted recreational fishing around the Geelong region through coordinating the Ron Nelson Memorial Junior Fishing Clinic on behalf of the Geelong and District Angling Clubs. John has also been very active in acquiring grants to improve recreational fishing opportunities around Geelong.



Joy Sloan

Meetings attended 8

Joy Sloan has 30 years experience in Natural Resource Management and 12 years with Fisheries Victoria. Joy has a very strong understanding of issues facing recreational angling and knowledge of the inter-relationships between Natural Resource Management Agencies and how these agencies can benefit or impact recreational angling and anglers.

She brings to VRFish strength in building relationships, developing partnerships, negotiating collaborative outcomes, facilitating and organizing people, information and events, developing logic based evaluation and evidence based collecting processes, developing innovative ideas and creative problem solving.

Joy is a passionate advocate for recreational fishing and recreational fishers and has a strong commitment to aligning professional work ethics with personal values centered on integrity, collaboration, environmental and social stewardship and as a member of the VRFish Board, she has the opportunity to continue to advocate for and provide advice to recreational anglers.



Kris Leckie

Meetings attended 7

Kris is currently serving his second term as a board director since joining VRFish back in 2016 and has been instrumental in helping drive the transformation that has seen VRFish become a modern and influential peak body.

Kris is a passionate conservationist with a particular interest in improving the health of our waterways and as the chairman of the VRFish Habitat and Water Reference Group, actively represents VRFish on numerous committees and stakeholder reference groups to advocate for better fish habitat and thriving recreational fisheries.

Professionally, Kris had many years of management experience in the engineering sector before undertaking a career change after studying conservation and land management, and now works in the environmental water management industry.

Kris enjoys all methods of fishing and targets a wide range of species, but predominantly spends most of his angling days fly fishing for trout in the Yarra Valley or chasing cod in northern Victoria whilst passing on the angling tradition to his two young children.



Neville Dance

Meetings attended 5

Neville has been an avid fisherperson since he was 6 years old and fishing in the Hopkins and Curdies Rivers with his father. Around the age of 18, Neville developed a strong urge to start saltwater fishing. This passion encouraged Neville to join the Warrnambool Offshore & Light Game Fishing Club and the Game Fishing Association of Victoria. He is now a life member of both clubs.

Neville previously served as Vice-President of the Game Fishing Association of Victoria and still remains on their committee. He has also served as a member of the Recreational Fishing Licence Grants Committee. He currently represents the Game Fishing Association of Victoria to VRFish.



Halley Xu

Meetings attended 3

Halley is the President of the Victoria Chinese Angling Association and represents more than 1400 registered members. The Victoria Chinese Angling Association aims to provide Australian Chinese fishing enthusiasts with comprehensive fishing related information including safety awareness, fishing techniques and locations.

Halley is passionate about safety awareness and providing safety information to recreational fishers with a particular interest in rock fishing safety. Many culturally and linguistically diverse communities participate in rock fishing which can be a risky activity, especially if fishers are not used to the local conditions. Halley believes that VRFish has an opportunity to deliver valuable outcomes for recreational fishers through delivering vital information about conditions at popular fishing locations to enable fishers to make informed decisions before embarking on fishing trips.

As a Board member of VRFish, Halley looks forward to connecting with VRFish members, delivering safety workshops, sharing vital information with culturally and linguistically diverse communities and working together to translate important safety information to ensure all recreational fishers are able to access vital safety information.

A woman with long blonde hair, wearing sunglasses and a white jacket, is smiling and holding a large, silver fish with its mouth open. The background shows a body of water and a cloudy sky. The image is framed by a large, stylized circular graphic on the left side.

Michelle Brittain

@shells_saltliving_



VRFish Members



VRFish Foundation Member Organisations

- Albert Park Yachting and Angling Clubs Association
- Australian Anglers Association (Vic)
- Australian National Sportsfishing Association (Vic)
- Ballarat and Districts Anglers Association
- Beaumaris Motor Yacht Squadron
- Council of Victorian Fly Fishing Clubs
- Game Fishing Association of Victoria
- Geelong and District Angling Clubs Association
- Gippsland Angling Clubs Association
- Goulburn Valley Association of Angling Clubs
- Fishcare Victoria
- Howqua Angling Clubs Fish Protection Society
- Metropolitan Angling Association
- Midland and North Central Angling Association
- Mid Northern Association of Angling Clubs
- Native Fish Australia (Vic)
- North East Angling Association SCUBA Divers Federation of Victoria
- South West District Association of Angling Clubs
- Torquay Angling Club
- Victoria Chinese Angling Association
- Victorian Piscatorial Council
- Wimmera Anglers Association

Fishing Club Supporters

- Anderson Inlet Angling Club Inverloch Inc.
- Bairnsdale Flyfishers Club Inc
- Bairnsdale RSL Fishing Club
- Balmoral & District Angling Club
- Barham Angling Club
- Bass Strait Game Fishing Club
- Bellarine Pirates Angling Club
- Bendigo & District Fly Fishers Inc
- Bendigo Legion Angling Club Inc
- Bentleigh RSL Angling Club
- Berwick Angling Club
- Black Dog Creek Fishing Club
- Blind Bight Boat Owners
- Brighton Central Angling Club
- Brunswick City Anglers Club
- Burrembeet Anglers Club
- Camperdown Angling Club Inc
- Casterton Angling Society Inc
- Central Vic Lure Casters
- Charlton Angling Club Inc
- Clayton RSL Angling Club
- Cobden Angling Club Inc

- Corinella Boating and Angling Club
- Corio Bay Anglers Club
- Craigieburn Angling Club Inc
- Dandenong Club Sports Fishing Clubs
- Derrinallum Anglers Club
- Didyabringyarodalong Angling Club Inc
- Donald Angling Club
- Dunlop Bayswater Angling Club
- Fairfield-Alphington Fish Protection Society & Angling Club
- Geelong & District Anglers Club and Fish Protection Society
- Geelong Freedivers
- Geelong Gun and Rod Association Inc
- Geelong Western Beach Fishing Club
- Greensborough & District Angling Club
- Greenvale Sport and Game Fishing Club
- Healesville Angling & Fish Protection Society Inc
- Hobsons Bay Sport and Game Fishing Club Inc
- Horsham Angling Club Inc
- Jingellic-Walwa Fishing Club
- Keysborough Angling Club Inc
- Kiewa Valley Fishing Club
- King River and District Fishing Club
- Knox Boat Fishing Club
- Knox Club Sportfishing Club
- Kyneton Angling Club
- La Trobe Valley Scuba Club inc.
- Lake Boga Sports Fishing Club
- Lake Mulwala Angling Club
- Lake Purrumbete Angling Club
- Lake Tyers Beach Angling Club Inc
- Leongatha Angling Club Inc
- Loch Sport Fishing Association Inc
- Longwarry Angling Club Inc
- Lorne Aquatic and Angling Club
- Lowhead Road Fishing Club Inc
- Loy Yang Recreational Angling Club Inc
- Maffra & District Angling Club
- Maldon Angling and Outdoors Club Inc.
- Maryborough Angling Club Inc
- Mitcham Angling Club
- Mordialloc Boating & Angling Club
- Mornington Peninsula Fly Fishers Inc
- Myrtleford & District Sportfishing Club
- Nagambie Angling Club Inc.
- Nangiloc Fishing Club
- Nicholson Angling Club
- Oakdale Angling Club & Fish Protection Society
- Ormond Angling Club & FPS
- Pakenham Angling Club
- Port Fairy Angling Club

- Portland Sport Fishing Club
- Preston Northcote Angling Club
- Red Tag Flyfishers
- Ringwood and District Angling Club Inc
- Rochester & District Angling Club
- Rosebud RSL Angling Club
- Rowvillian Angling Club
- Sandringham Anglers Club
- Snapper Point Angling Club
- Southern Boat Fishing Club
- Southern Fly Fishers (Aust) Inc
- Southern Peninsula Angling Club
- St Arnaud Angling Club
- Sunbury Angling Club Inc
- Sunshine Fly Casting Club
- Tatong Anglers Group
- Thorpdale and District Angling Club
- Toolamba Fishing Club Inc
- Tooradin Angling Club
- Undera Angling Club
- Upwey Angling Club Inc
- Venus Bay Angling Club
- Victoria Police Angling Club Inc.
- Victorian Game Fishing Club
- Wangaratta Fly Fishing Club Inc.
- Warrnambool & District Anglers Club
- Warrnambool Fly Fishers Club Inc
- Warrnambool Offshore & LG Fishing Club
- Waverley and District Anglers
- Werribee and District Anglers Club
- Westernport Angling Club
- Williamstown Sportfishing & Game Club
- Wimmera Offshore Sport & Gamefishing Club
- Wonthaggi Angling Club
- Wy-Yung Angling Club
- Yaringa Fishing Club
- Yarra Valley Fly Fishers
- Yinnar Angling Club Inc.

Affiliated Organisations

- Boating Industry Association of Victoria (BIAV)
- Dive Industry of Victoria Association (DIVA)
- OzFish Unlimited
- OzFish Unlimited – Bayside Chapter
- OzFish Unlimited – South West Chapter
- Professional Fishing Instructors and Guides Association
- Victorian Fishing Charter Association



Member Stories



Ballarat Fly Fishers Club

Geoffrey Cramer

Ballarat Fly Fishers Club celebrate 100 years

On 27th August 1919, Mr Victor Wastell and a group of likeminded individuals met at the Ballarat Mechanics Institute to form the Ballarat Fly Fishers Club (BFFC).

Its principal objectives were to promote and foster the art of fly fishing in the Ballarat district. Little did the original 20 odd members realise that the Club would still be operating 100 years later. The club remained relatively small and was much reduced due to the demands of the war effort. However, in the mid to late 50's the increase in leisure time and opening up of the membership which greatly helped the expansion of the club.

The club held their regular meetings at the Ballarat Anglers lodge for many years until the 1990's when they constructed a new clubroom/boatshed on the Lake Wendouree adjacent to the yacht club. The new facility was opened in 1994 and has subsequently been the venue for International, National and State fly-fishing events. The clubrooms have regularly been used by the Victorian Fisheries Authority, VRFish, Ballarat District Anglers Association along with numerous other community events.

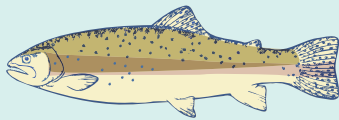
The BFFC can boast numerous international fly fishing, casting and fly-tying representatives along with an active participation in recreational fisheries management throughout Victoria.

The Club run regular casting and fly-tying events to promote fly fishing in the community.

The BFFC has a number of additional fishing facilities at Lake Eucumbene, Lake Purrumbete, Lake Toolondo and a standing booking at the Shannon Rise Lodge at Miena. Which relates to numerous organised fishing trips.

The BFFC is a founding organisation of VRFish via our affiliation with The Ballarat Anglers Association.





HOWQUA ANGLING CLUB ASSOCIATION INC

Howqua Angling Club Association Inc.

Les Penrose President

The Howqua Angling Clubs Association members have put in some good work over the past year with successful membership drives resulting in more female and junior members joining our association.

We have assisted with fish stockings in the Howqua area with the Victorian Fisheries Authority's hatchery staff. Both Steven and I have attended all VRFish meetings before the COVID-19 lockdown restrictions came into effect.

The Howqua Association strongly supported the biggest change in VRFish's history. It has allowed anglers from all over Victoria to have a say in how we work with fisheries, management groups and our State Government in regard to how we spend our Recreational Fishing Licence funds.

A big thank you to Steven Relf, Deputy Chair of VRFish, for the time and effort he puts in to VRFish on our behalf.



Metropolitan Anglers Association

Russell Conway

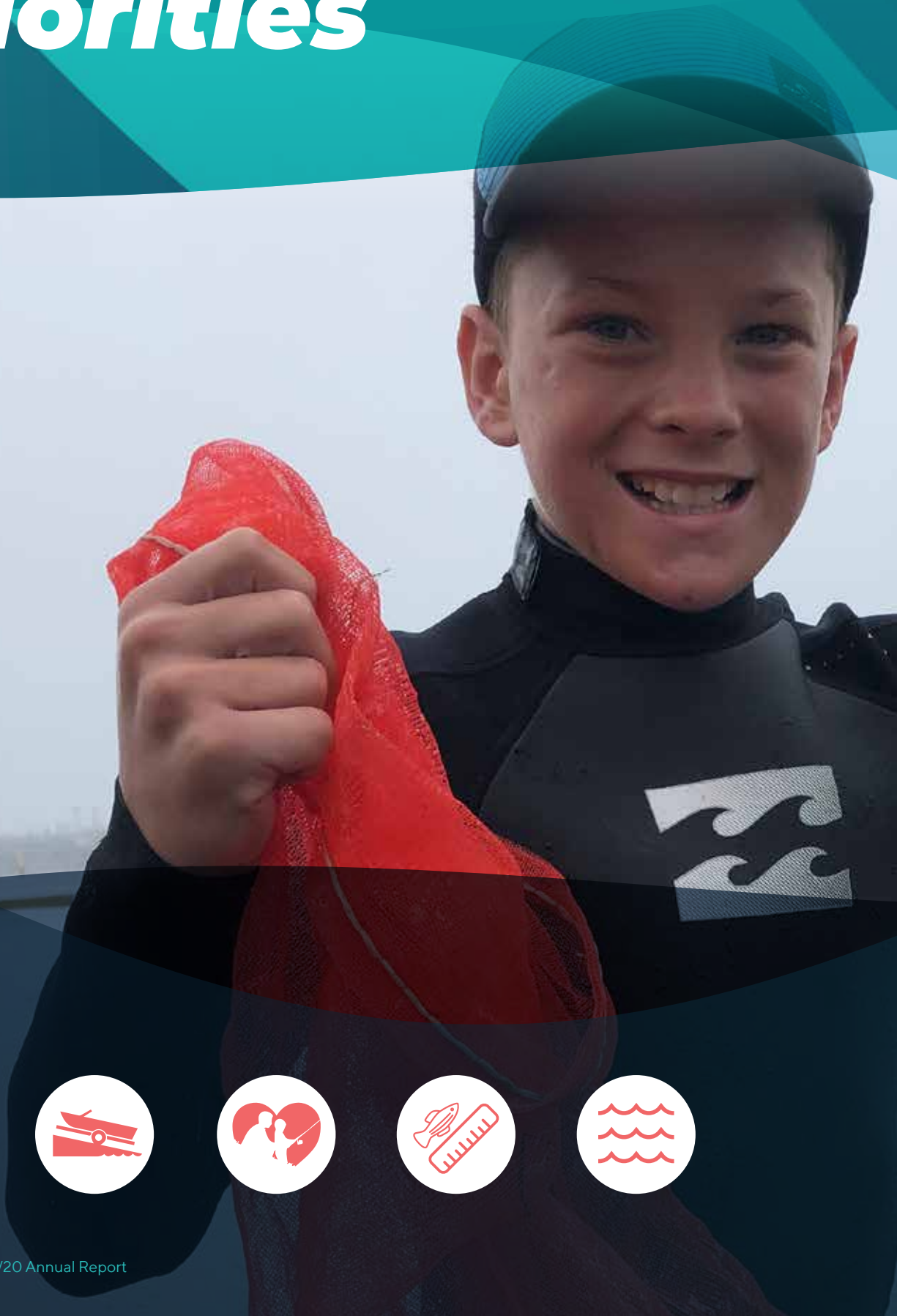
The Metropolitan Anglers Association (MAA) is working with the Department of Justice and Community Safety (DJCS) to reuse over 2000 cubic metres of excavated basalt rock for community benefit. The MAA discussed the opportunity for the department to donate the excavated rock to the Victorian community for habitat rebuilding in our rivers, lakes, bays and inlets.

The "Justice for Habitat" initiative is aimed at relocating excavated rock from the department's construction sites for use on habitat and infrastructure projects across Victoria. Opportunities are being considered to use the rock to create artificial reefs, boat launching ramps and harbours, sea walls and other habitat improvement projects for our marine species.





VRFish Priorities







Habitat and Water

Protecting, Restoring & Enhancing Where Fish Live

Our Vision

To improve fish habitat so that our recreational fisheries can thrive, through:

- Habitat protection, restoration and enhancement
- Co-management of natural resources
- Secure water allocations for recreational fishing
- Shared benefits for recreational fishing from environmental flows

Victorian fishers know that without healthy fish habitat they don't have a fishery. VRFish continues to advocate for investment in fish habitat and promotes the role that all Victorian recreational fishers can play in identifying areas that require attention and leading the implementation of restoration efforts. There are many recreational fishing organisations, fishing clubs and volunteers that are undertaking tremendous work on behalf of their fishery. Inland efforts have been impacted due to COVID-19 restrictions and works pivoted towards recovery from devastating bushfires. Promoting the value of environmental water to our fishing has continued and the importance of continued recreational water allocations to our stocked fishing lakes, particularly in the west of the State.



2019/20 Highlights

- Development of new partnership with Deakin University on seagrass restoration in Westernport and held a community and recreational fisher seed collection day at Crib Point.
- Co-hosted a Curdies River tree planting day with Corangamite CMA, Heytesbury District Landcare Network and local angling clubs.
- Co-hosted with Corangamite CMA a Barwon River planting day with ANSA, Association of Geelong and District Angling Club and Geelong Gun & Rod Club.
- Supporting coastal CMAs in several funding applications for the Federal Fish Habitat Restoration Grants.
- Raised awareness about the environmental damage caused by high summer flows of Inter Valley Water trading, wrote to Federal and State Ministers and developed submission for the IVT review consultation.
- VRFish and Glenelg-Hopkins CMA shared the results of the Victorian Inland Recreational Fishing Survey which demonstrated the economic value of environmental water to recreational fishing in the Glenelg River.
- Established VRFish Habitat and Water Reference Group.
- Advocated for the expansion of the Port Phillip Bay Living Shellfish Restoration Program through a partnership with The Nature Conservancy, and our members at the Albert Park Yachting and Angling Club.
- Supported the scoping of reef investment in Port Phillip Bay, including a fisher workshop to identify potential sites in the Geelong Arm/Corio Bay.
- Continued the partnership with the North Central CMA on the Native Fish Recovery Plan (NCCMA) Lower-Loddon Gunbower.
- Commended the funding boost to construct a new fishway at Koondrook Weir that will allow thousands of native fish to move freely upstream.
- Opposed the drain down of Reedy Lake Number 3 due to the negative impact on native fish and raised awareness of the discovery of the critically endangered southern purple-spotted gudgeon.
- Represented recreational fishers on the Thomson and Macalister Rivers Environmental Flows and Management Project Advisory Group, at the Victorian Environmental Water Holder Environmental Water Forum and Glenelg River Environmental Water Advisory Group.
- Promoted the Angler Riparian Partnerships program and its achievements and participated in input into Angler Partnership planning for EC5.
- Represented recreational fishers at GWM Water Stakeholder Workshop and Headworks Operational review.
- Represented recreational fishers on the Victorian Freshwater Fish Habitat and Flows Roundtable meetings.
- Stakeholder input into the Murray-Darling Basin Native Fish Recovery plan with a focus on regional plans that can deliver greater community involvement and participation by recreational fishers.
- Timber from the statewide felled timber program with VicRoads began being installed into Victorian waterways.
- Undertook a virtual tour of the Latrobe River with the Latrobe Valley Mine Rehabilitation Commissioner.
- Provided input into the development of the Victorian Government's Climate Change Adaptation Action Plan.
- Advocated for benefits the Wimmera-Mallee Pipeline provides our recreational fishing lakes in the region.
- Supported the implementation of the Riparian Action Plan for Victoria to accelerate on-ground riparian management works, complementing the riparian actions and policy in the Victorian Waterway Management Strategy.



Access

Ensuring Better Access to Fishing Opportunities

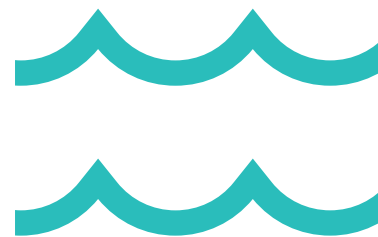
Our Vision

Safe, easy and ongoing access, through:

- Maintaining and extending access to fisheries
- Improved pier and land-based fishing opportunities
- Better boating infrastructure, governance and investment
- Safe harbours for ocean fishing

Access is a significant issue facing recreational fishers in Victoria. A high priority for VRFish is ensuring better access and appropriate facilities so that all Victorians can enjoy the vast range of fishing opportunities across the state.

By providing adequate access, it will allow people of all ages, backgrounds, demographics and ability to enjoy wetting a line. VRFish is representing fishers to inform the development and delivery of Better Boating initiatives and reviews of the current management system. VRFish and its members spend countless hours advocating for access or maintaining our current level of access.



2019/20 Highlights

- Written submission to the review of the boating management arrangements for Port Phillip Bay and Westernport.
- Development of a VRFish Boating Infrastructure Position Statement through the VRFish Access and Infrastructure Reference Group.
- Provided expert local user input into boating project upgrades at Queenscliff, Point Richards, Rhyll, Mordialloc and Hastings and promoting regional boat ramp survey with fishers.
- Halted the Yarra River Waterway Rules consultation process after learning the unacceptable impact to on-water recreational fishing and undertook a survey of fishers to demonstrate how important the lower reaches of river is to bream, mulloway and estuary perch fishers in boats and kayaks.
- Raised service level issues to the Minister following the termination of the boating facility management contract at Launching Way, Victoria's largest and busiest boating facility.
- Promotion of FADs at Torquay, Aireys Inlet and Lorne.
- Advocated for the passage of the Gippsland Lakes legislation through Parliament.
- Promotion of new on-water access to reservoirs in the Bendigo region and advocated for launching facilities for small boats at Upper Coliban and Barkers Creek Reservoirs.
- Submission to the Draft Marine and Coastal Policy to ensure recreational fisher access to the coast and our fishery.
- Supported on-site meetings for the Undera Angling Club with Better Boating Victoria, Goulburn-Broken CMA and Parks Victoria for boat launching facilities downstream of the Shepparton Weir.
- Supported ongoing fish access at Darlingsford Lake and Sanctuary Lakes and sourced fishing line disposal bins for Lake Wendouree.
- Engaged with Star of the South Offshore Wind farm to improve recreational fisher engagement and shared vision for continued fishing access.
- Advocated on behalf of Rochester Angling Club for North Central CMA to source funding to remove fallen trees blocking on-water access.
- Submission for the Draft Joint Management Plan for Barmah National Park.
- Commenced advocacy to investigate greater on-water access to the Barwon River in line with the estuary perch stocking program and habitat restoration.
- Promoting metropolitan native fish stocking program to create more fishing opportunities closer to home for Victorian families.
- Continuing to support our members at the Metropolitan Angling Association for new boating infrastructure on the Maribyrnong River and local angler involvement in the VFA's native fish recovery plan for the river.



Participation

Increased Participation in Fishing

Our Vision

Increased participation and recognition of the benefits of recreational fishing, through:

- Promoting and growing participation amongst non-fishers, especially youth
- Affordable fishing opportunities
- Quality fishing experiences and catch rates
- Improved recognition and social and economic benefits
- Stronger fishing clubs and associations

VRFish is a membership organisation of people that love fishing. It's only natural our work is aimed at making fishing better for everyone and attracting new people to our wonderful sport. Victoria is blessed to have a diverse range of fishing opportunities and we are cognisant to promote affordable and family-friendly fishing as part of this amazing mix. We know how important recreational fishing is to the economy of Victoria and health and well-being of individuals and communities. Our role is to ensure recreational fishing is recognised for these benefits from members of Parliament, the media and the community as a whole. Fishing clubs and associations are an integral part of our recreational fishing sector, their local communities and VRFish. Our vision is to support clubs to thrive and become stronger.



It's only natural our work is aimed at making fishing better for everyone and attracting new people to our wonderful sport.

Bailey Thomas

2019/20 Highlights

- Submitted successful application for endorsement as a State Sport and Recreation Body.
- VRFish and members attended Vic Stock meetings to provide local advice on the best stocking regimes to make our stocked inland fisheries the best they can be.
- Attended the launch of the release of 'Stonker' trout in the Goulburn River and promoted the opening of the trout season.
- Attended the first stocking of hybrid Cheetah trout at Lake Purrumbete.
- Attended announcement of 2018-19 Recreational Fishing Grants Program Outcomes at Snobs Creek.
- Attended media event to announce the fish number plate design and slogan at the Essendon Angling Club.
- VRFish supported National Gone Fishing Day through promotion with Victorian fishing clubs, community groups and supported the National Campaign coordinated by the Australian Recreational Fishing Foundation.
- Ongoing promotion of Family Fishing Lakes and the new metropolitan native fish stocking program as an affordable and enjoyable fishing experience for children and their families.



Best Practice

Promoting Best Practice Fisheries Management & Informed Fishers

Our Vision

Best practice fisheries management
and informed fishers, through:

- Adoption of responsible fishing practices and behaviours
- Prioritised fish stocking
- Science-based and responsible fisheries regulation
- Greater investment into research, development and extension
- Legislative recognition of recreational fishing
- Improved aquatic pest management

VRFish are leaders in promoting best practice behaviours and attitudes within our sector, as well as raising awareness and helping the fishing community understand their rights and obligations. Our Code of Conduct is central in fostering greater stewardship within our fishers. Recreational fishers expect sustainably managed fisheries and strive for quality fishing experiences. Recreational fishers know too well the adverse impacts that pest species have on our aquatic ecosystems and our fishing. VRFish provides consolidated and expertise-based advice back to Government in the development of fisheries management plans and when management issues arise. To make fishing better for all Victorian fishers and regional communities, VRFish and our members play a vital role in shaping the annual inland fish stocking program.

2019/20 Highlights

- Presented at the FRDC National Snapper Workshop on a plan to future-proof our western Victorian snapper stocks and successfully advocated for a need to prepare a harvest strategy.
- Collated recreational fisher input for the Fisheries Regulation Review, undertook a survey of fisher sentiments and prepared a 10-page submission to Government.
- Conducted a survey of recreational fisher to determine their priorities and aspirations for a fish recovery plan and used data to assist the VFA development of a draft Gippsland Lakes Fish Recovery plan.
- Successfully advocated for no changes to Southern bluefin tuna bag limits in Victoria.
- Worked in partnership with Monash University and the VFA to survey recreational fisher on their behaviors and attitudes about catching, handling and releasing sharks and prepare a public education campaign.
- Presented at the National Workshop on Sharks and Rays in Recreational Fisheries.
- Provided input to the review of Review of the governance and processes of Victoria's Translocation Evaluation Panel.
- Participated in the Victorian Fisheries Authority and the Australian Trout Foundation's wild trout strategic planning workshop.
- Participated in a strategic planning workshop with the Dive Industry of Victoria Association.
- Provided input into the RFL Trust Account Review process.
- Participated in a workshop to help to shape FRDC 2020-25 Research, Development & Extension Plan.
- Represented recreational fishers at the Central Zone Abalone TACC and Stock Assessment Workshop.
- Worked with local anglers and the VFA on a modified stocking plan for Lake Bullen Merri following a fish kill in early 2019.
- Raised concerns with Corner Inlet Fishery, advocated for a Fishery Management Plan and prepared a submission for a Fishery Notice to help the fishery be a level playing field for all.
- Presentation about post release survival of snapper at the Talking Snapper event in Frankston and tested updated Snapper Stewards program concept.
- Participated in the Native Fish Report Card Steering Committee.
- Promoted the AI McGlashan's SBT Life on the Line Document and Melbourne Premiere.
- Promoted VFA's GoFish App and attended fisher workshops in Warrnambool and Ballarat.
- Developed campfire safety campaign information to the VRFish website.
- Developed spider crab survey with VFA and prepared a position statement.
- Supporting the recovery of native fish through a MOU and implementation plan with North Central CMA.
- Participated in a national workshop to capture and review the issues and opportunities surrounding manmade marine infrastructure along with capturing and structuring the values associated with the issues and opportunities.
- Represented recreational fishers on the Rock Lobster Resource Assessment Group which reviews annual stock assessment data and recreational tagging data.
- VRFish members and our associated clubs and associations helped shape Victoria's annual fish stocking plan and priorities.
- Supported the delivery and implementation of the Tuna Champions, Care for Cod and Steer Clear in the Rip stewardship programs in Victoria.
- Promotion of angler citizen science projects, including tagging programs for mulloway and whiting.



Organisational Excellence, Advocacy & Partnerships

Striving for Organisational Excellence, Advocacy & Building Partnerships

Our Vision

Continually striving for organisational excellence, through:

- Quality governance and organisational processes
- Greater accountability to stakeholders
- Improved recognition and support from recreational fishers
- Strategic and effective communications and engagement
- Strong and constructive relationships with Government and Stakeholders

Through our endeavor for organisational excellence, we have built a strong foundation around our members and collaborative partnerships with other organisations. With our limited resources, we leverage our success and achievement through the passion and tireless advocacy of our volunteer membership and effective working partnerships with our stakeholders. As a strong and independent peak body for recreational fishing in Victoria, we continue to be open, transparent and accountable to maintain support from recreational fishers.



**James
Matarazzo**

@fishing_victoria



2019/20 Highlights

- The VRFish Board developed a new Strategic Plan for 2020-24.
- Continued roll-out of new membership model to fishing clubs, affiliate organisations and individuals, including upgrades to website and offering of new free individual membership.
- Continued to attract new participants to VRFish's Reference Group structure to enable more fishers to become involved in policy development and provision of consolidated advice.
- Ongoing relationships with Government stakeholders including the Victorian Fisheries Authority, Better Boating Victoria, Victorian Environmental Water Holder, Catchment Management Authorities, DELWP, Department of Transport, Parks Victoria, Australian Fisheries Management Authority and Water Authorities.
- Significant growth in our social media channels. On Facebook 1,388,365 reach, 122,375 engagement and 19% increase in followers.
- Generation of significant VRFish content and messaging through the publishing of 109 website articles and 201,225 website pageviews, 233 Facebook posts, 78 Instagram posts and 7 media releases.
- Participation in all Statewide Recreational Roundtable meetings held by the Victorian Fisheries Authority to report on VRFish operations and sectorial issues to Government and other recreational fishing stakeholders.
- Scoping for the implementation of a CRM system to better manage increased fisher and stakeholder communications with VRFish.

Strategic Plan 2020–2024

Key Focus Area:

As the Peak Body,
this means we will focus on:

Protecting our fishing future

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.

Enhancing our fishing experiences

Understanding what impacts our members when they are fishing in order to effectively improve experiences for recreational fishers.

Leading and innovating

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.



This will make a difference for you by:

- 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.

What we will have achieved together by 2024 is:

- 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.

- 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.

- 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.

- 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.

- 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.

Communication & Engagement



Face-to-face Engagement Events

Ministerial
Announcement

14

Community
Engagement

8

Angling Club
Presentations

4

Conferences

4

Other

3



Social Media



likes

10,290



followers

2,187



followers

1,100



instagram tags

1210



subscribers

51,716

Facebook Reach:

1,388,365

Facebook Engaged Users:

122,375

**Jason
Taylor**

@acejasee



**Leisha
Kilpatrick**

@Leish_Freshwater_Fishing



**Kelsi
Gull**

@KelsiGullFishing



A man with a beard and a cap is smiling while holding a large, greenish-yellow fish. He is wearing a dark vest over a white long-sleeved shirt. The background shows a body of water and a cloudy sky. A large teal and red graphic is on the right side of the image.

Jarrold Tyler

Birchip Angling Club

Top 5 Facebook Posts

1. Reedy Lake 3
(Engagement 17.2K / Reach 101.3K)
2. Tiger Trout
(Engagement 9.9K / Reach 47.6K)
3. Free Boat Ramp Launch
(Engagement 9.1K / Reach 48.1K)
4. COVID-19 Fishing Permitted
(Engagement 6.1K / Reach 55.7K)
5. Cheetah Trout
(Engagement 5.3K / Reach 34K)



Website

Pageviews

201,225

Users

100,713

Articles Published

109

Media Releases

7



Top 10 News Articles

1. COVID-19 Update
2. Boating officially a no-go
3. When will we fish again?
4. Golden Tag fishing competition to help bushfire recovery
5. Boating Vic app launched
6. New Fisheries Rules 2020
7. Boat ramp cams down ahead of new site from MSV
8. Fishing restrictions to be eased
9. It's a river not a water pipe
10. First wave of free boat ramps launched

Each day the work of VRFish ensures that all fishers can benefit from diverse and exciting fishing opportunities all across Victoria. Our active network of passionate fishers inform us on the success of their fishing and how we can make their fishing even better.

**Nathan
Wright**

@nathan_wright_fishing_



**Anton
Davies**

@oldirtydavo_fishing



**Sam
Triplett**

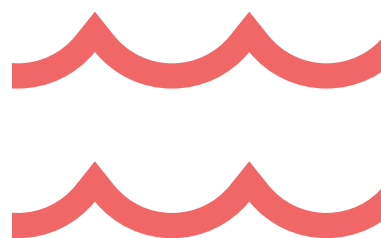
@sammytripsfishing





**Mac
Kassem**

@melbourne_fishing_adventures



VRFish Awarded at the National Level

The National Recreational Fishing Awards were held in Hobart in December 2019 with VRFish being honoured by winning the Award for Excellence in Recreational Fishing Communication.

Over the past two years, we worked with Paul Kelly Creative in Geelong to develop new, modernised branding and a content-based marketing approach to ensure recreational fishers can receive more credible, relevant and timely content.

Communicating and engaging with close to 1 million Victorian fishers is a challenge and this recognition confirms we are moving in the right direction.

We now regularly communicate with thousands of Victorian recreational fishers through our online communications. This calendar year, we expect to reach 2 million on Facebook with a 10% engagement rate.

It has never been a better time to be a recreational fisher in Victoria. The Victorian Government's Target One Million program gives VRFish plenty of content to share and discuss with fishers.

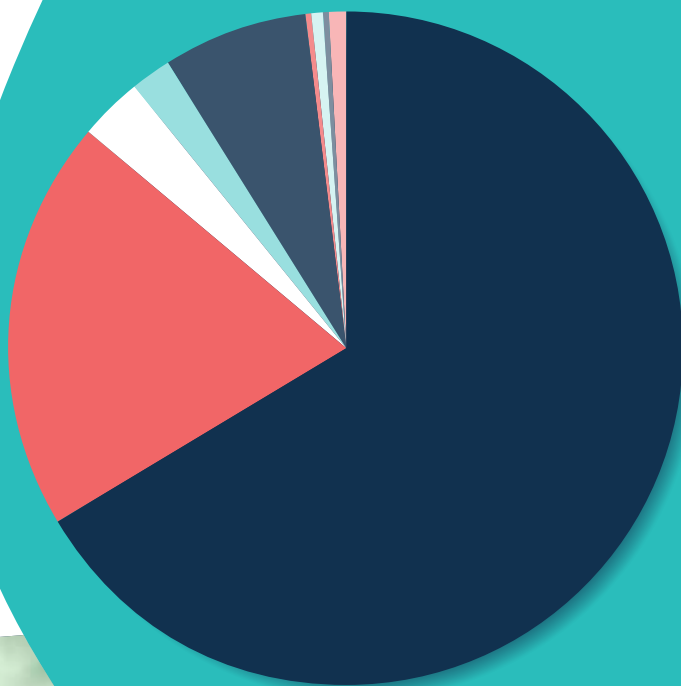


**Cameron
Brookes**

@cbx2_fish



VRFish Expenditure 2019/20



- Staff Salaries - \$284,831
- Operating - \$84,780
- Board and Meeting Expenses - \$13,205
- State Council expenses - \$7,942
- Depreciation and Amortisation - \$29,914
- Exhibitions and conferences - \$1,207
- Project expenditure - \$2,588
- Membership - \$967
- Affiliation Expenses - \$2,682



Let's make fishing
better, for everyone.



RECREATIONAL FISHING CODE OF CONDUCT

VRFISH HAS DEVELOPED THIS CODE OF CONDUCT FOR RECREATIONAL BOAT, SHORE, RIVER, STREAM AND JETTY FISHERS IN VICTORIA.

Recreational fishers have a responsibility to look after fisheries resources for the benefit of the environment and future generations of fishers. This Code of Conduct provides guidelines to minimise conflicts on the water, demonstrate best practice for responsible fishing and result in a more enjoyable fishing experience for all.

1

Awareness of and compliance with fishing **REGULATIONS**.



2

RESPECT the rights of other anglers and users.



3

PROTECT and restore the environment and fish habitat.



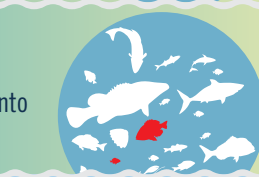
4

Carefully return **UNDERSIZED**, oversized, protected or unwanted catch back to the water.



5

Fish species and other organisms must not be **RELOCATED**/transferred into other water bodies.



6

Always seek **PERMISSION** when entering private property.



7

Use **ESTABLISHED** access roads and tracks.



8

ATTEND to your fishing gear and value your catch.



9

EDUCATION - pass on your knowledge.



10

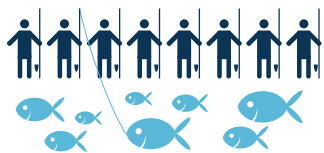
Respect Aboriginal sites, **CULTURE** and values.



vrfish.com.au

Let's make
fishing
better, for
everyone.

THE VALUE & BENEFITS OF FISHING



838,119

adult Victorians go fishing
every year

Average fisher spend



\$326
per trip

6.1 million
fishing trips
PER YEAR



on average, each fisher goes fishing

7.3 times per year



73%
prefer
bait fishing

34,000
jobs
supported
by rec fishing

\$7.1
billion
economic
contribution
to Victorian
economy



Health and Wellness benefits of fishing:

1. Fishing is a great way to spend quality time with family and friends
2. Fishing reduces stress and help you unwind
3. Fishing gets you outdoors
4. Fishing can improve your cardiovascular health
5. Fishing is a healthy lifestyle activity
6. Fishing increases your Vitamin D levels
7. Fishing promotes patience and self-fulfilment
8. Fish are a good source of protein and nutrition
9. Fishing lets you unplug from the digital world
10. Fishing supports conservation

Source: Economic Study of Recreational Fishing in Victoria (2015), undertaken by Ernst & Young and commissioned by VRFish.



vrfish.com.au