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FISHERIES RESEARCH &
DEVELOPMENT CORPORATION

Growing future leaders in recreational fishing 2016 and beyond: Victoria, Tasmania, NSW and South Australia

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In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

Front Cover – (l to r) Young leaders from across the South East gather at Port Fairy, Victoria. (Jo Howes, Dan Sloan, Ryan Ivory, Jesse Zaharin, Ryan Roberts, Katherine O’Shea-Korbut

Foreword


The recreational fishing sector continues to face a national shortage of people to participate in many leadership roles such as, administration, management, advocacy and skills based representation. There is an urgent need to build capability to address real and practical issues that are impacting on the sectors development. This shortage of new people is hindering the advancement of the needs, goals and aspirations of Australia's recreational fishing community.

This project has helped to ensure the South East of Australia has a new and emerging group of recreational fishing representatives. These advocates are more skilled in engaging in fisheries management and science planning processes, in each of the four States and at the Commonwealth level.

The benefits to recreational fishing peak bodies in the four States are equally important to assist in managing knowledge transfer and succession planning.

The candidates who undertook the course have benefited from the five day intensive course and this investment will have flow on benefits for fisheries co-management frameworks run at a local, State and National scale.

This project should be viewed as the start of continued and further investment in people development programs for recreational fishers, and in doing so, it will improve decision making by ensuring a younger generation of recreational fishers' views and values are provided to managers, scientists and policy makers.



Dallas D'Silva
VRFish General Manager
Principal Investigator

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Acknowledgments

The Victorian Recreational Fishing Peak Body VRFish, as the principal investigator would like to thank the Fisheries Research and Development Corporation, Fisheries Victoria and New South Wales Department of Primary Industries – Fisheries for their investment in this project. The project is a first, in that two thirds of the funding was derived from recreational fishing licence fees collected by the Victorian and NSW State Governments.

Significant and additional in-kind contributions were provided from Fisheries Victoria in the form of expert presentations, fisheries management / research/ compliance staff. Thank you is also extended to PIRSA Fisheries and the other non-government agencies including Seafood Industry Victoria, the Nature Conservancy and the Boating Industry Association of Victoria for presenting at the 5 day intensive course.

The support and assistance of the State based fishing organisations such as RecFish SA, TARFish and the NSW Recreational Fishing Alliance was equally valuable and helped to significantly reduce overall costs and ensure follow up action with the new leaders to ensure return on this investment is optimised. This project was partially funded from the Victorian and NSW Recreational Fishing Trusts.

Abbreviations

VRFish – Victorian Recreational Fishing Peak Body

RecFish SA – South Australian Recreational Fishing Peak Body

TARFish - Tasmanian Recreational Fishing Peak Bodt

RFANSW - Recreational Fishing Alliance of New South Wales

FRDC – Fisheries Research and Development Corporation

Executive summary

The recreational fishing sector has passionate and committed individuals who continue to strive for a better deal for the sector. However, these same people work largely in a voluntary capacity and struggle to cope with the constant deluge of administration, representation and advocacy required. The sector needs targeted programs with additional resources to develop new leadership capacities.

Following an expression of interest process run by the various State recreational fishing peak bodies, 11 budding future leaders from Victoria, Tasmania, New South Wales and South Australia were identified and provided the opportunity to better understand leadership concepts and fisheries management. A five day intensive live-in course was held in Port Fairy in June 2016, with the support and assistance of fisheries managers, scientists, industry and peak bodies from across the South East. In doing so, it provided a forum for participants to take the first step on a development journey. It is envisaged that this journey will see them steer the recreational fishing sector forward in the future, to reach its full potential.

The key outcomes are:

- i) Delivery of the national framework for future leadership development in the recreational fishing sector at the regional level (South East).
- ii) Bringing together the next generation of potential recreational fishing leaders in a South East regional forum where they will be educated and mentored by a group of experienced and recognised leaders in recreational fishing advocacy and management.
- iii) Implementation of the agreed pathway for further leadership development in the recreational fishing industry.
- iv) A new generation of recreational fishing representatives that have a greater understanding of how fisheries are managed and measured, as well as awareness of the diverse values of other fishing user groups, and non-extractive users.

This project has benefited the recreational fishing sector by building a critical component of the next generation of leadership. It has equipped future fishing leaders with the skills they need to effectively advocate for recognition of our fishing sector and strive for equity in sustainable fisheries. Future leaders have developed an awareness that leading the sector involves engaging with sound research, innovative management approaches and directly improving responsible fishing practices, whilst actively delivering strategies to safeguard against future threats.

Projects such as this are critical if we are to have a proper succession plan in place to nurture future advocates for recreational fishing in the South East. Past failures to adequately invest in this area has led to a gap in new and well informed fishing advocates. A concerning trend has been that new, suitable leaders are hard to find, leaving shortfalls in capacity for the many and varied consultative processes.

The outputs from this project also align with the proposal by Dr Jill Briggs to conduct a skills audit and develop a broader framework for leadership development in the recreational fishing sector nationally.

Keywords

Recreational fishing, people development, future leaders.

Objectives

The objectives of this project are to:

- v) Support delivery of the national framework for future leadership development in the recreational fishing sector at the regional level (South East).
- vi) Bring together the next generation of potential recreational fishing leaders in a South East regional forum where they will be educated and mentored by a group of experienced and recognised leaders in recreational fishing advocacy and management.
- vii) Implement the agreed pathway for further leadership development in the recreational fishing industry.

Methods

A total of eleven budding future leaders from across the South East were identified and provided the opportunity to develop leadership skills and key understand concepts of fisheries management. In doing so, it helped them take the first step on a development journey that will see them potentially chart and steer the sector forward to reach its full potential.

The program utilised the well-established framework implemented under the FRDC project 2011/403 Future Leaders in Recreational Fishing.

The target group were over 18 years of age, who were passionate about recreational fishing and who had shown a desire to become involved in recreational fishing organisations or clubs, and to make a personal contribution towards a better future for the sector. A focus was placed on recruiting candidates from diverse cultural groups, including female fishers.

Candidates were sourced by an expressions of interest process and open to the general public, utilising our vast networks to cast the net far and wide.

Fisheries Victoria supported the project through the provision of senior staff from the management, compliance and science branches who attended the course and provided a series of presentations. Fisheries Victoria provided the services of one of their offshore patrol boats to take the future young leaders to sea for a day and give them an introduction to fisheries enforcement and education.

Other special presentations from the conservation sector and commercial fishing industries ensured the broad spectrum of fisheries issues were covered. Delivery of a five day intensive live-in course included:

- Bringing together the next generation of recreational fishing leaders in a forum where they were educated and mentored by a group of experienced and recognised leaders in recreational fishing advocacy and management.
- Engaging participants in the challenges facing recreational fishing management.
- Laying foundations for maintaining a sustainable and rewarding recreational fishing sector through advancing participant's personal development.
- Providing participants with a workshop experience that supported building their leadership skills, fisheries knowledge, professional and sector networks, as well as, furthering the attainment of their life goals.
- Establishing the core South East network of emerging recreational fishing sector leaders.
- Developing formal mentor relationships within the South East recreational fishing sector

Summary of key presentations and discussion

Day 1

Keith Rowling, Program Leader, Community Based Fisheries from PIRSA outlined why we need to manage fisheries. Fisheries are a finite resource and there is a history of over fishing unless regulations are used to manage catch and effort. Fisheries management is a complex task and takes into account a number of considerations such as biology, economics, society and political drivers. Resource sharing and allocation is built into the legislation and policy framework in some States.

David Ciaravolo, Executive Director of RecFish SA explained the challenges of developing a representative body for recreational fishing in South Australia. Representing every fisher is the goal, however costs and resources are major constraint. Access to new fisheries are a challenge and development goal, with new impoundments coming on line. RecFish SA manages stocking programmes and administers access via the allocation of fishing permits. Private and public partnerships such as this are rare, and represent a strong co-management approach between government and recreational fishers.

An all waters recreational fishing licence would have many benefits in terms of investing in recreational fishing improvements, however gaining sector and government support is a difficult task. There is disconnect between recreational fishing leaders and the general fishing community when it comes to licensing. On the other hand, many fishers would happily pay for a licence if the money was reinvested back into sustaining and growing recreational fishing opportunities.

Malcolm Poole, President of the Recreational Fishing Alliance of NSW informed the leaders on the history of NSW resource allocation by implementing recreational fishing havens which are areas where commercial fishing has either been totally or partially removed with the main objective being to manage those areas for recreational fishing. RFA NSW is a largely non-government funded body and relies heavily on volunteers.

\$16 million per year is raised by recreational fishing licence fees and are invested back into recreational fishing. Approximately 80% is used by DPI NSW and we would welcome a bit more transparency over the funds spent by NSW DPI in support of managing recreational fishing.

Mark Nikolai, Chief Executive Officer of TARFish highlighted the development of the game fishery for swordfish and the research that is currently occurring with the assistance of recreational fishers. A new political party has been formed, largely on the back of the public concern against the Geelong Star. Marine algal blooms are a problem and have resulted in closures for some shellfish species and abalone and rock lobster. Growth in salmon aquaculture is likely to continue and can adversely impact recreational fishing access because recreational fishers are not permitted to fish in the farm areas. Social licence is a critically important issue and if recreational fishers are not proactive, this may adversely impact future community perceptions and access for fishers. The state government has a policy of no rod-and-line licence for recreational fishing purposes. This is because they view the issue as being too politically sensitive.

Dallas D'Silva, General Manager of VRFish informed the group that Victoria has many positive initiatives in support of recreational fishing through the Target 1 million policy of the State Government. Victorian fishers have advocated for many years to have formal government recognition of the social and economic benefits. The Government aims to grow recreational fishing to 1 million by 2020. The Government wants to promote a healthy lifestyle and encourage kids and families getting outdoors in physical activity.

Better boating and fishing infrastructure is now receiving more attention, following the shift in policy to grow recreational fishing. An issue of real relevance to South West Victoria is the growth in recreational fishing for Southern Bluefin Tuna (SBT) over the last 15 years. The fishery provides

\$10 million to the regional economy and a new 4 lane boat ramp has now been installed at Portland to help cater for the growth. The recreational catch is not managed through a formal resource share, and this issue will be a case study for the future young leaders to address later in the week.

Lyle Elleway, commercial fisher from Portland explained that the fish available for the community is shrinking as commercial fishing continues to be reduced. Lyle informed the leaders that the perception of recreational fishing is not always positive, and that commercial and recreational fishers need to work together more. The spotlight is on the recreational sector, especially with respect to SBT, and the potential wastage of tuna, with fishers landing large quantities of fish. Some fishers are also selling fish and there are animal welfare concerns with catch and release. Lyle once commercially fished for whiting in Portland Bay using his net licence and this created a lot of tension and angst with recreational fishers. An agreement was negotiated not to net the area at peak times such as weekends and public holidays. In the end, Lyle decided not to fish the area at all because of adverse flow on impacts to his family ice business from other small business in the region.

Lyle is now fishing for pipis and the fishery is a relatively new development. The potential conflict between commercial and recreational fishers and Parks Victoria, (as public land managers), is a serious issue. Quad bikes are needed to operate a viable commercial fishery. Loss of commercial access and quad bikes in one area has forced the commercial fishery to another area that is more popular with recreational fishers. Quad bikes are still being used today despite the legal uncertainty. A management plan is now being developed to address these issues. An industry size limit increase for commercial fishing is currently being assessed by the industry. Spatial separation between commercial fishers and recreational fishers, similar to what occurs in SA should be considered. RAMSAR proposed listing in the area may further reduce commercial and recreational access.

Dr Chris Gillies, Marine Manager from The Nature Conservancy (TNC) is keen to do more work in Australia to repair and restore fish habitat and work with recreational fishers. The TNC undertakes a variety of projects, advocacy, lobbying and community engagement activities across the world. 99% of Australia's inshore shellfish habitat has been lost. A number of improvement projects are currently underway. The TNC fills an important gap between recreational fishing and conservation. Fish habitats produce more fish and when combined with fisheries management and stocking, can produce excellent short and long term results. Economic valuation of habitat improvement projects and measuring their return on investment are complex, however are an important area of current research in Victoria. Work overseas has shown that habitat repair and restoration is possible. Chris identified ways that recreational fishers can get involved in when it comes to fish research and more responsible fishing, including using circle hooks, sending in fish frames for ageing, marine planning and promotion through social media.

Steven Potts, Chief Executive Officer from the Boating Industry Association of Victoria informed the group about what advocacy means and how it is all about influencing decision making. The BIAV is a not for profit association and focuses on advocacy, promotion and awareness of industry, communication, and education. The art of advocacy relies on relationships and people. This includes taking politicians out on the water and teaching them about the size and scope of the industry. The industry supports 17,700 full time jobs, 172,000 registered boats. There are more watercraft than motor boats and caravans. Regulation can stifle industry development and fishing and boating can be over regulated.

When you have an emergency and you have the Minister listening, advocates need to get their message across in simple terms with no more than 5 key points. Don't go to Government with problems, you must be proactive and have a solution. Marketing and communications campaigns such as "Life's Better with a Boat" has been a great success.

Cameron Westaway, Senior Manager from NSW Fisheries provided an overview of how recreational fisheries are managed in NSW. The State has a licence system which raises \$15 million annually. The program funds a range of services and projects that benefit recreational fishing. NSW stock 4 million fish per year. Climate change is a major risk and opportunity in the future. Victoria has trialed marine stocking and benefited from NSW experience. Adaptation is an important area for future management attention. Marine Park Planning is occurring in the Hawkesbury Region. Fly fishing only waters are still in place, and are a form of regulation from the past that are often questioned today. This is a form of social regulation and is not supported by all fishers.

Alyce Parker, Senior Communications Officer from Fisheries Victoria informed the group about how communication with fishers has changed enormously over the last 5 years. There is recognition from Government that the recreational sector is important. How do we consult and communicate? Regional Fishing Forums are resource hungry, although face to face communication still has a value. Social media is now the norm, and the cheapest way of reaching a large group of fishers. Facebook is still the main tool used, however other tools such as Instagram are growing faster and critically, reach a different demographic. It is often hard to predict which posts will go viral. Some simple images, such as kids fishing can exceed expectations. The Fisheries Victoria app is now used by over 100,000 fishers and has resulted in a cost saving over other more traditional approaches, such as the publication of the Recreational Fishing Guide. Does social media actually help increase participation? -The jury is still out on this.

Day 2

Simon Conron, Senior Scientist from Fisheries Victoria highlighted the importance of multiple lines of evidence to monitor the status and performance of fish stocks. Recreational fishers contribute a significant amount of funding towards the assessment program in Victoria. The angler diary program is a good way for fishers to help collect data on the state of the fishery. Victorian leaders will consider nominating for this cause. The angler diary program uses consistent fishing methods such as hook size, to help track year classes of undersized and legal fish. This information can be matched up with other data sources such as commercial catch sampling, and length frequency surveys at the boat ramp. The angler diary program in Victoria has received international awards and is currently being reviewed under the Target 1 million policy to make sure it remains best practice.

As commercial fishing in bays and inlets is reduced, so too is the availability of an important dataset. Recreational fishers can help fill this information gap. The angler diary program and other initiatives such as the Murray cod angler science project, has added benefits such as building trust with fishery managers and scientists, and increasing the awareness of science among anglers. A broader think about our future science needs, including current gaps, needs to be done and there is no overarching R&D Strategy for Recreational Fishing in Australia at present.

Dr Peter Appleford, Leadership Consultant, informed the group about the importance of emotional intelligence in leadership. IQ vs EQ is a critical. Trust and respect of the people is a true measurement of leadership. It's not about you, its about how people see you. Manage yourself and be self-aware of your strengths and weaknesses. Hold the line on tough decisions, and be patient for others to follow. Learn from mistakes and be introspective. Emotion wins over intelligence.

Planning and strategy will help keep people on track and accountable to actions. A lack of strategy will mean people and the organisation lose direction, especially when things get tough.

Making tough decisions is easier when you have a clear goal and a process for getting there. Tough decisions are not tough decisions; tough decisions are those that change people lives and the reputation or brand of the organisation. Back yourself, and go with your gut. Make other people to make decisions.

Day 3

Paul Shea, Senior Compliance Manager with Fisheries Victoria highlighted the need for enforcement and education to achieve compliance with regulations. Penalties help create a deterrence and education helps create a stewardship ethic. In general terms, compliance with fisheries regulations by recreational fishers is 95% and this regarded as high. Victoria has strong penalties and tools in place to manage illegal fishing. The Priority Species policy, is a tool in the Fisheries Act that carries very strong penalties for trafficking in tuna, abalone and lobster.

A big challenge is how we engage with multicultural fishers, as traditional methods are often ineffective. Fisheries Victoria have employed a bilingual officer to help achieve better outcomes with the Vietnamese community. Fisheries Officers conduct a difficult and dangerous job. There are extensive training and development programs in place to keep staff equipped with the skills and devices they need to do their job.

Matt Barwick, Coordinator of Recfishing Research explained the intricacies and importance of social licence or the level of community acceptance to operate. Politicians often make decisions based on what the community thinks, and if recreational fishers lose public support, then they will also lose the ability to access the resource. Social licence is one of the biggest challenges facing fishing today, both for commercial and recreational sectors. 30% of the general public have a negative public perception about recreational fishing. Areas of concern include animal welfare, overfishing and impacts on protected species. Regulations, science and codes of conduct help maintain our social licence. Commercial fishing has a weakened social licence compared to recreational fishing, however we should be careful about how we advocate against commercial fishing, especially when our impacts are often poorly understood (eg-total catch).

Matt has been a strong leader in recreational fishing across the nation. The FRDC invest in leadership development programs and this is a first for the South East, in that it has been co-funded with recreational fishing licence fees from NSW and Victoria.

Day 4

Travis Dowling, Executive Director of Fisheries Victoria provided a summary of the initiatives that his organisation is delivering on behalf of the Government. Examples include a ban on net fishing in Port Phillip Bay, a massive boost to fish stocking, water for lake Toolondo, club grants and lifting the boating regulations on Blue Rock Lake. Increasing participation is good for a number of reasons, with better facilities and infrastructure also being key areas of focus. Travis highlighted the “can do” attitude and client focus of his staff, and how important it is to make sure that research is end user focused, and does not simply end up as reports collecting dust on a shelf.

Craig Ingram, ex-Member of Parliament, ex-CEO of AFANT and now Target 1 million coordinator talked about how politics works and the risk and opportunities with different approaches to fisheries advocacy. Craig explained the political drivers for decision making, especially around election times and the importance of a united recreational fishing sector in getting a consistent message across to politicians. This is where organisations such as VRFish can provide real value to Government and natural resource management agencies.

Dr Taylor Hunt, Fisheries Victoria and Cameron Westaway, NSW DPI explained the challenges in managing fish stocks across the state jurisdictions. One of the principles of good regulation is simplicity, which also has benefits in terms of minimising compliance costs. The introduction of a Murray cod slot limit was subject to extensive biological research and computer modelling.

This modelling was subject to broad consultation with fishers. Each State had different positions on the exact size slot (50-70cm in Vic and 60-80cm in NSW) that suited their respective fisheries. In the end, a compromise was reached (55-75cm for both States) in the interest of having consistent regulations on the Murray River, and for the benefits that a simpler form of regulations will bring. A compromise did not invalidate the research underpinning the respective positions, as the new controls were still regarded as an improvement. This is a landmark achievement, as different States have found it difficult to adopt more consistent regulations in the past, for a variety of bio-geo-political reasons.

Day 5 presentation of case studies:

Refer to attached/following presentations.

Implications

This project has benefited recreational fishing by building foundations for the next generation of leaders. Future leaders are developing skills to ensure that they can effectively advocate for sustainable and responsible fishing practices, and also combat future threats to the sector. Each jurisdiction and peak body is now responsible for follow up mentoring and inclusion of the new leaders into management planning and consultative processes.

The basis for informal succession planning and knowledge transfer, is now in place to further nurture future recreational fishing leaders. Investment in this area has assisted in filling a gap in new and informed fishing advocates. It has helped halt a concerning trend, that new, well informed leaders had become hard to find, resulting in lacking capacity for participation in the many and varied consultation and management processes.

It is now up to State recreational fishing peak bodies, fisheries management agencies and the young leaders to continue collaboration and to identify further development opportunities. This is vital to not only ensure a return on the current investment but to also create stronger and more representative fishing peak bodies in the years ahead.

Recommendations

1. State recreational fishing peak bodies to work with course participants to consider how the young leaders can best engage in State and Commonwealth representation and advocacy activities.
2. Fisheries management agencies to consider suitable consultation processes and forums for young leaders to commence engagement more formally, in decision making and co-management.
3. Young leaders to consider additional training and development opportunities, noting the importance of work-life balance over the next 3-5 years.

Further development

4. Consider how the outputs from this project align with the proposal by Dr Jill Briggs to conduct a skills audit and develop a broader framework for leadership development in the recreational fishing sector nationally.

Extension and adoption

In Victoria, the five young leaders have commenced the process of formal engagement into recreational fishing advocacy and representation on the VRFish State Council. This is the established process for fishers to influence policy and management decisions at the sector level for further consideration and evaluation by fishery, water and catchment managers. A number of Victorian candidates are now members of various committees and reference groups for salmonids, Murray cod and fish stocking more generally.

In South Australia, the future leadership participant has become an Individual Financial Member of RecFish SA. RecFish SA have employed the future leader on a contract basis to assist with project work. This has included liaising with land managers to ascertain information about the accessibility of fishing locations and any relevant conditions. It has also included site visits to assist in the delivery of a SA Recreational Fishing Grants funded project. The Future leader has continued to contribute to RecFish SA in a volunteer and paid capacity, not limited to, but including, teaching at kids fishing clinics and leading the organisation's delivery of clinics to introduce disadvantaged youth to the joys of recreational fishing. The future leader is a trusted and valued team member, with RecFish SA management continuing to seek to develop further avenues of inclusion. RecFish SA has celebrated the SA participants' involvement through posts on social media and an article in the 2016 Annual Report.

In Tasmania and New South Wales, further consideration is underway to continue involvement and engagement into the respective state consultation and decision-making processes.

Project coverage

The project received excellent media promotion in Victorian regional papers and social media outlets.

Appendices

Appendix 1 – 5 day program agenda

Appendix 2 - PowerPoint presentations

Appendix 3 – Case studies



Appendix 1:

Young Leaders Agenda

Growing future leaders in recreational fishing 2016 and beyond: Victoria, Tasmania, NSW and South Australia

**National Future Leaders in Recreational Fishing
– South East Region 2016**



The goals and objectives of the course are to:

- Bring together the next generation of recreational fishing leaders in a forum where they will be educated and mentored by a group of experienced and recognised leaders in recreational fishing advocacy and management.
- Inform participants of the challenges facing recreational fishing management.
- Through the participant’s personal development, lay the foundations for maintaining a sustainable and rewarding recreational fishing sector into the future
- Provide participants with a workshop experience that will build their leadership, knowledge, skills and networks, and benefit the attainment of their life goals.
- Establish the core south east network of emerging recreational fishing sector leaders.
- Develop formal mentor relationship within the Australian recreational fishing sector.

**National Future Leaders in Recreational Fishing
– South East Region 2016**



DRAFT AGENDA

Meeting venue:

The Victoria Hotel, 42 Bank Street Port Fairy, Victoria

Sunday 5 June 2016

TIME	Activity	Presenter
1500-1800	Participants arrive in Port Fairy, check in, collect papers	n/a
1800	Free time – a chance to relax, fish, socialise etc	
1900	Dinner and welcome address	Robert Loats, VRFish Chair Malcolm Poole, NSW RFA Secretary
2000	Personal introductions. Housekeeping and other formalities. Brief outline of the purpose the contents of the program Group discussion of program including expectations of sponsors and participants	Facilitators All

National Future Leaders in Recreational Fishing – South East Region 2016



Monday 6 June 2016

TIME	AGENDA ITEM	Presenter
0730	Breakfast	
0830	Introduction to Fisheries Management - Why we need it and some basic principles and methods.	Dr Keith Rowling or Alice Fistr, PIRSA
0930	Industry Presentations - Considering fisheries management and the associated issues from a sectoral viewpoint, to enable participants to get a 'feel' for a range of stakeholder views and perspectives on fisheries i) Recreational Sector	10 minutes each one speaker from Vic and Tas (Dallas D'Silva/Mark Nikolai, Dave Ciarovola)
1030	Morning Tea	
1115	ii) Commercial Sector	Lyle Ellaway, commercial fisher
1145	iii) Conservation Sector	Chris Gillies, The Nature Conservancy
1215	Lunch	
1315	iv) Lobbyist	Steven Potts, Boating Industry Association
1345	v) Government Sector	Cameron Westaway, NSW DPI
1500	Afternoon Tea	
1530	Discussion panel of speakers (Recreational, commercial, government, conservation) to answer questions	Facilitator
1630	Social media	Alyce Parker, Fisheries Victoria
1700	Free time	All
1900	Dinner with guest speaker Scott Gray - fishing expert, media personality and angler diarist	Scott Gray

National Future Leaders in Recreational Fishing – South East Region 2016



Tuesday 7 June 2016

Time	Agenda Item	Presenter
0700	Breakfast	
0745	Allocation of groups and explanation/ discussion of the expected learning's and outcomes from the vessel trips and how they will be of value in the context of participants becoming young future leaders for the recreational sector.	Facilitator
0800	Group 1 – Fishing Charter Boat – An opportunity to go fishing, as well as to discuss and gain an appreciation of the issues facing the Charter sector.	Salty Dog Charters, Port Fairy
	Group 2 - Fisheries Patrol – Gaining hands on experience of fisheries research and compliance activities.	Senior Fisheries Officer from South West Vic
1230	Lunch/ Field groups return	
1400	Stock assessment, research and monitoring – how is it done and what are the best indicators?	Simon Conron, DEDJTR Fisheries Scientist
1500	Leadership, what is it?	Dr Peter Appleford
1530	Consultative frameworks and Government process – points of decision making and interaction where the recreational sector can be most effective in arguing their case. (10 mins each state, then 30 mins discussion panel)	SA, VIC, TAS, NSW
1700	Case Study – Working group time	
1830	Dinner with guest speaker Dr Peter Appleford - ex-Fisheries Victoria Executive Director	Dr Peter Appleford
2000	Work on case studies	All

**National Future Leaders in Recreational Fishing
– South East Region 2016**



Wednesday 8 June 2016

Time	Agenda Item	Presenter
0700	Breakfast	
0800	Group 2 - Fishing Charter Boat – An opportunity to go fishing, as well as to discuss and gain an appreciation of the issues facing the Charter sector.	Salty Dog Charters, Port Fairy
	Group 1 – Fisheries Patrol – Gaining hands on experience of fisheries research and compliance activities.	Senior Fisheries Officer from South West Vic
1230	Lunch/ Field groups return	
1430	Doing the right thing – The role of education vs enforcement in recreational fisheries compliance Q & A Session with Fisheries Victoria State Operations Management Team	Paul Shea, Snr Manager Fisheries Compliance and Officers
1600	The pros and cons of different communication tools Social licence – what is it? Why does it matter?	Matt Barwick, RecFish Research
1700	Case Study – Working group time	Group case study work
1930	Dinner	
2015	Work on case studies	

**National Future Leaders in Recreational Fishing
– South East Region 2016**



Thursday 9 June 2016

Time	Agenda Item	Presenter
0700	Breakfast	
0900	Political considerations, processes and decision making	Craig Ingram, ex-Member of Parliament in Victoria
0945	Target 1 million policy - more people fishing, more often!	Travis Dowling, Executive Director Fisheries Victoria
1030	Murray cod science and management across two States – working together across boundaries, compromise and pragmatism	Dr Taylor Hunt, DEDJTR Cameron Westaway, NSW Fisheries
1130	Case Study – Working group time	Group case study work
1230	Lunch	
1300	Case Study – Working group time	Group case study work
1530	Case Study Presentations	Groups
1700	Free time	
1900	Dinner	

Friday 10 June 2016

0900	Discussion panel – drawing it all together	All
0945	Course debrief – outcomes and future steps to maintain momentum for young leaders Evaluation	All
1030	Course close	

**National Future Leaders in Recreational Fishing
– South East Region 2016**



Notes:

Future Leaders

SA:

David Ciarolova
Ryan Bath

Vic:

Jo Howes
Ross Threlfall
Kris Leckie
Erhan Cinar
Jesse Zaharin

NSW:

Dave Rae
Jason Middleton
Joshua Pearson
Dan Sloan

Tas:

Ryan Ivory

Accommodation and dinners:

The Stump Hotel, 41 Bank Street Port Fairy

Confirmed presenters/coordinators:

Dr Keith Rowling/Alice Fistr, Fisheries SA, PIRSA
Chris Gillies, Project Manager, The Nature Conservancy
Steven Potts, CEO Boating Industry Association
Paul Shea, Senior Compliance Manager, Fisheries Victoria
Craig Ingram, Target 1 million Coordinator, Fisheries Victoria
Harry Peeters, Seafood Industry Victoria
Taylor Hunt, Fishery Manager, Fisheries Victoria
Travis Dowling, Executive Director, Fisheries Victoria
Alyce Parker, Senior Project Officer, Fisheries Victoria
Cameron Westway, Senior Fishery Manager, Fisheries NSW DPI
Simon Conron, Senior Fisheries Scientist, Fisheries Victoria
Peter Appleford, Leadership Consultant
Matt Barwick, Fisheries Manager, NSW Fisheries DPI
Dallas D'Silva, VRFish General Manager
Rob Loats, VRFish Chairman

**National Future Leaders in Recreational Fishing
– South East Region 2016**



Malcolm Poole, NSW Rec Fishing Alliance

Marc Nikolai, CEO TARFish

David Ciarolova, CEO RecFish SA

Crispian Ashby/ Peter Horvat, FRDC

Apologies:

Key contacts:

Dallas D'Silva, VRFish General Manager 0407 439 992
Malcolm Poole, NSW Rec Fishing Alliance CEO 0403 125 766
David Ciaravolo, RecFish SA CEO 0402 679 113
Mark Nikolai, TARFish CEO 0403 868 004



Appendix 2:

PowerPoint Presentations

Growing future leaders in recreational fishing 2016 and beyond: Victoria, Tasmania, NSW and South Australia




#GoFishing – It is great for you and our nation

An election platform by the Australian Recreational Fishing Foundation




**AUSTRALIAN RECREATIONAL
FISHING FOUNDATION**

Australians love their fishing.



It has been estimated that around **5 million** Australians go fishing each year, spending around **\$10 billion** in doing so. This makes recreational fishing arguably one of the largest outdoor leisure/ sporting activities and makes recreational fishers the largest marine and riverine user stakeholder groups in Australia. The economic worth generated by recreational fishing in Australia is greater than that for many other sectors of the economy, including commercial fishing.




Australia's marine and riverine environment and the associated recreational fisheries are well managed. However, we want to make them better. We want to make them world class and the management of them – world leading. This will require a paradigm shift in the way we think about and manage our marine and riverine natural resources, through the genuine recognition of recreational fishing by the Federal Government.

Australia's recreational fishers are looking for a Government that understands recreational fishing and the significant economic, social and environmental benefits recreational fishing brings to our 5 million recreational fishers, and the broader Australian community.



The Australian Recreational Fishing Foundation (ARFF) and its members are proposing a number of initiatives. If implemented will significantly increase the triple bottom line benefits to all Australians for years to come. These initiatives will also enhance and protect our unique marine and riverine environments for generations to come. These initiatives will establish a new paradigm for developing and managing the experiences and opportunities of recreational fishing in Australia and with it the significant benefits that recreational fishing brings to our great nation.

ARFF proposes that these initiatives be implemented through a true partnership between the Government and the recreational fishing community.

ARFF's 2016 Federal Election Initiatives

<p>Initiative 1: A National Recreational Fishing Council</p> <p>Initiative 2: Industrial Scale Fishing of the Small Pelagic Fishery</p> <p>Initiative 3: National Boating and Fishing Infrastructure Fund</p> <p>Initiative 4: Grass Roots Action to Improve Marine and Riverine Habitat</p> <p>Initiative 5: Marine Parks are for Everyone - Don't Lock us Out!</p> <p>Initiative 6: More Marine Habitat = More Fish</p>	 <p>Initiative 7: Eradicating European Carp</p> <p>Initiative 8: National Economic Study</p> <p>Initiative 9: Enhanced Investment in Research</p> <p>Initiative 10: Help Recreational Fishers Gather Scientific Data</p> <p>Initiative 11: National Gone Fishing Day</p> <p>Initiative 12: National Recreational Fishing Development Program</p>
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1. Engaging with Government

Australia's 5 million recreational fishers are the largest user stakeholder group affected by Government policy in relation to marine and riverine environments and fisheries management. The return to the Australian community from access to our unique marine and riverine environment far exceeds the return from commercial fishing and other activities. Yet, recreational fishers are not recognised by the Government when it comes to the management of key fisheries that recreational fishers have right of access to, including the Southern Bluefin Fishery and the Small Pelagic Fishery.

Recreational fishers want a recognised seat at the table and a genuine say when key decisions are made about access to and management of key recreational fisheries.

INITIATIVE 1: A NATIONAL RECREATIONAL FISHING COUNCIL

ARFF calls for the establishment of a recreational fishing council, chaired by the Fisheries Minister, with representatives from other key Government portfolios and from the recreational fishing community. The role of the Council will be to act as a point of engagement between the recreational fishing community and the Government. The Council will progress a joint work agenda aimed at building genuine legislative recognition of recreational fishing within Government and a recognised say in decisions about the development and management of key recreational fisheries, such as the Southern Bluefin Fishery and the Small Pelagic Fishery.

2. Increasing Value to Communities



Our natural marine and riverine resources provide a wide range of economic, social and environmental benefits to the Australian community. It is important to ensure these natural resources are sustainably managed, used for their highest and best use and in the nations interest.

Key here is also recognising that recreational fishers are a large percentage of the community and are practical conservationists. Harnessing this power provides a great way to improving the habitat of marine and aquatic environment. One of the biggest obstacles to increasing benefits to the community is access to our marine and riverine environments. Increasing access can help realise these benefits and provide a sustainable use of these resources for future generations.



INITIATIVE 2: INDUSTRIAL SCALE FISHING OF THE SMALL PELAGIC FISHERY

The industrial scale fishing of the small pelagic fishery has created more controversy than the commercial fishing of any other fishery in Australia. ARFF believes this activity is not the highest and best use of this important fish stock nor is it in the national interest. The fish stock provides greater value to the Australian community, now and for future generations by leaving them in the water. The Government has created this issue and should fix it.

INITIATIVE 3: NATIONAL BOATING AND FISHING INFRASTRUCTURE FUND

The ability for recreational fishers to get on or near the water is hampered by existing boating and infrastructure. In order to accommodate growth in the sector and the industry it supports, better boat ramps, marinas, piers, jetties and fishing platforms are desperately needed at a number of key locations around the nation. Greater funding in infrastructure has been shown to provide terrific return on investment and create regional jobs. ARFF calls for a national funding program aimed at improving safer access to the resource through better boating and fishing infrastructure. The program would leverage off initiatives at the State and community level providing high quality fishing experiences for future generations.

INITIATIVE 4: GRASS ROOTS ACTION TO IMPROVE MARINE AND RIVERINE HABITAT

ARFF through its members is working to build capacity and know how within the recreational fishing community to undertake habitat restoration works at the community level. However, without projects and funds, this capacity cannot be effectively utilized or our know how developed further. ARFF seeks a partnership with Government to undertake on-ground habitat improvements and deliver citizen science projects.

3. Improving Our Marine and Riverine Environment for Future Generations



It's a simple equation:
MORE HABITAT = MORE FISH = A HEALTHY AND ABUNDANT MARINE AND RIVERINE ENVIRONMENT

This is the philosophy behind ARFF's environment initiatives. ARFF also believes that recreational fishers have a major role to play in protecting and increasing the knowledge about our marine and riverine environment – we have a vested interest in its healthy future.

These benefits cannot be achieved if recreational fishers are locked out of marine or terrestrial reserves. Recreational Fishers should be recognised for the benefits they can provide through citizen science and on ground capability.



INITIATIVE 5: MARINE PARKS ARE FOR EVERYONE - DON'T LOCK US OUT!

Lets get serious about protecting our marine environment. This means focusing on the big threats to our marine environment, global warming, pollution, and invasive species – not locking Australia's recreational fishers out of marine parks. ARFF calls for recreational fishers not to be locked out of any marine reserve unless there is a compelling scientific reason to do so.

INITIATIVE 6: MORE MARINE HABITAT = MORE FISH

ARFF believes that marine reserves can be enhanced by creating new marine habitats, including the establishment of fish aggregation devices and artificial reefs. This will contribute to improved opportunities for recreational fishers, creating greater economic and social benefits for Australia and complement the conservation of our marine environment through marine reserves.

INITIATIVE 7: ERADICATING EUROPEAN CARP

ARFF calls for a review of the way access to marine reserves is determined, so future decisions are based on scientific risk based assessment, rather than archaic and unscientific terms such as 'no take'.

European carp are our greatest invasive aquatic pest and are a threat to our precious inland riverine environment. ARFF supports the initiative to remove European carp from our inland waterways and replace them with Australia's own native fish species. This will create an environmental legacy for future generations. Australia's inland waterways will become healthier and the waters in them will flow clear again – a sight that hasn't been seen for over a generation.

4. Enhancing Research into Recreational Fishing



Efficient and ongoing research investment into recreational fishing will benefit all Australians now and in the future. Australia's recreational fishing sector needs a level of investment in research and development commensurate to its social and economic value.

INITIATIVE 8: NATIONAL ECONOMIC STUDY
 ARFF believes there should be a national study into the economic benefits of recreational fishing to the economy. This study should be maintained and repeated every 3 years to create a time series of contribution to the economy.

INITIATIVE 9: ENHANCED INVESTMENT IN RESEARCH
 As is done with other sectors, ARFF seeks a partnership model for investment with Government. We seek a model that allows recreational fishing investment on research to be complemented by Government investment in a similar approach used for the commercial fishing sector.

INITIATIVE 10: HELP RECREATIONAL FISHERS GATHER SCIENTIFIC DATA
 Australia's recreational fishers undertake scientific research through tagging of fish species in many of the proposed marine reserve areas, critical to the management and conservation of these areas. Recreational fishers provide catch and weight/effort records of captured fish which is broken down by individual species. Recreational fishers undertake this science without Government funding or recognition but this level of science could be enhanced through Government support. Locking recreational fishers out of marine reserves will see this critical research and the opportunity to enhance it lost. ARFF calls for Government support to enhance the science based activities of recreational fishers.



5. Promoting Australia's Greatest Leisure / Sport / Pastime

Evidence is emerging that recreational fishing is not only good for the economy and the environment – its good for you. The health benefits of recreational fishing have long been suspected but are now being proven. That's said Governments have been slow in recognising the community benefits of recreational fishing. The Government spends almost \$300 million a year on developing sports programs in Australia but invests little in promoting recreational fishing or its economic, social or environmental benefits.

ARFF believes recreational fishing should be supported to promote its benefits and continued development.

INITIATIVE 11: NATIONAL GONE FISHING DAY
 With an estimated 5 million recreational fishers in Australia, contributing an estimated \$10 billion to the economy, isn't it time we had our own nationally recognised day? This will be a day to promote all the positive benefits of recreation fishing through community and club based programs to promote sustainable fishing practices and health and safety aspects of recreational fishing. The day will be a partnership between the Government and the recreational fishing community.

INITIATIVE 12: NATIONAL RECREATIONAL FISHING DEVELOPMENT PROGRAM
 Governments recognise the benefits that the promotion of sports bring to the community. However, recreational fishing that arguably delivers these benefits and more to the Australian economy, environment and communities receives very little support for promotion and ongoing development.

ARFF calls for a national program aimed at promoting recreational fishing and its broad range of benefits to the Australian community. The program would support initiatives at the national, state and community level that promote recreational fishing.



ARFF MEMBERS






Department of
Primary Industries



NSW Recreational Fishing

Cameron Westaway, Senior Fisheries Manager, Inland &
Abalone

May 2016

South East Leaders in recreational Fishing Presentation: Some Stuff we do

- New Recreational Fishing Advisory Council
- Status of Trusts/licensing
- State wide Survey
- Key Initiatives
- Key issues

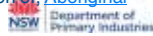
FISHERIES MANAGEMENT ACT 1994 - SECT 3

Objects of Act 3 Objects of Act

(1) The objects of this Act are to conserve, develop and share the [fishery](#) resources of the State for the benefit of present and future generations.

(2) In particular, the objects of this Act include:

- (a) to conserve [fish](#) stocks and key [fish habitats](#), and
- (b) to conserve [threatened species](#), [populations](#) and ecological communities of [fish](#) and [marine vegetation](#), and
- (c) to promote [ecologically sustainable development](#), including the conservation of [biological diversity](#), and, consistently with those objects:
- (d) to promote viable commercial [fishing](#) and [aquaculture](#) industries, and
- (e) to promote quality recreational [fishing](#) opportunities, and
- (f) to appropriately share [fisheries](#) resources between the users of those resources, and
- (g) to provide social and economic benefits for the wider community of New South Wales, and
- (h) to recognise the spiritual, social and customary significance to [Aboriginal persons of fisheries](#) resources and to protect, and promote the continuation of, [Aboriginal cultural fishing](#).




Department of Primary Industries Strategic Plan 2015-2019

Our vision: To be a world leader in the quality of its natural resources and the quality of its environmental services, while its people prosper and its people work, learn and live productively and sustainably.

Our progress: To increase the quality of primary industries and communities by doing business in a sustainable way.

Our values: Integrity, Respect, Innovation, Accountability.

Our outcomes:

- Strategic Outcome 1: Act to create job creation and opportunities for economic growth.**
 - Goal: To be a world leader in the quality of its natural resources and the quality of its environmental services, while its people prosper and its people work, learn and live productively and sustainably.
 - Key Outcomes: Economic growth through sustainable business opportunities for all, and productivity.
 - Key Strategies: Increase economic contribution, Increase productivity and efficiency, Increase market access and development, Increase business resilience and innovation, Increase environmental and climate resilience.
- Strategic Outcome 2: Create a world-class business environment.**
 - Goal: Support government decision-making for infrastructure, programs, and projects, with sustainable value, innovation, opportunities and challenges.
 - Key Outcomes: Economic growth, the economic sustainability of our services, the resilience, innovation and productivity of our workforce.
 - Key Strategies: Increase economic contribution, Increase productivity and efficiency, Increase market access and development, Increase business resilience and innovation, Increase environmental and climate resilience.
- Strategic Outcome 3: Manage and uplift assets, including natural and cultural heritage.**
 - Goal: Be a world leader in the quality of its natural resources and the quality of its environmental services, while its people prosper and its people work, learn and live productively and sustainably.
 - Key Outcomes: Sustainable management of our natural and cultural heritage, the resilience, innovation and productivity of our workforce.
 - Key Strategies: Increase economic contribution, Increase productivity and efficiency, Increase market access and development, Increase business resilience and innovation, Increase environmental and climate resilience.
- Strategic Outcome 4: Foster an innovation, productivity, resilience and world-class workforce.**
 - Goal: Be a world leader in the quality of its natural resources and the quality of its environmental services, while its people prosper and its people work, learn and live productively and sustainably.
 - Key Outcomes: Sustainable management of our natural and cultural heritage, the resilience, innovation and productivity of our workforce.
 - Key Strategies: Increase economic contribution, Increase productivity and efficiency, Increase market access and development, Increase business resilience and innovation, Increase environmental and climate resilience.

NSW Department of Primary Industries

Recreational Fishing NSW RFNSW

- The Recreational Fishing NSW Advisory Council (RFNSW) has been established to provide advice to the Minister for Primary Industries on key recreational fishing issues in NSW.
- The new Advisory Council is based around a modern representative model, ensuring the views of regional fishers from right across the State are communicated. RFNSW includes eight regional members, two members with expertise in spearfishing and charter boat fishing and other representatives that significantly benefit the function of the Advisory Council.
- The Council has replaced the Advisory Council on Recreational Fishing.
- First Meeting 20 June



Status of the Saltwater Trust

	\$' 000
Trust Balance 30 June 2015	\$10,789
# Projected 2015/16 Income	\$10,320
*2015/16 Trust Commitments	\$ 13,872
Projected Trust Balance 30 June 2016	\$ 7,237

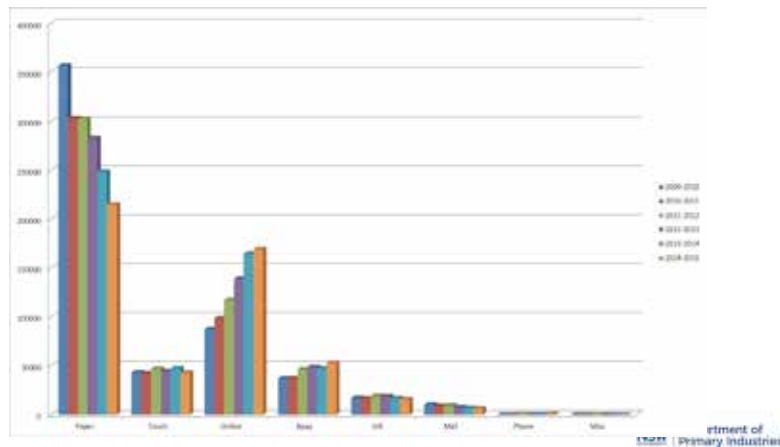
SW revenue allocation from **\$15.6 million** total revenue projection minus \$4,680 FW allocation
 * includes \$1.7 million funds for legacy projects from previous years



Status of the Freshwater Trust 30 June 2015

	\$' 000
Trust Balance 30 June 2015	\$ 1,474
2015/16 Income	\$ 4,680
2014/15 Trust Commitments	*\$4,996
Projected Trust Balance 30 June 2016	\$1,158

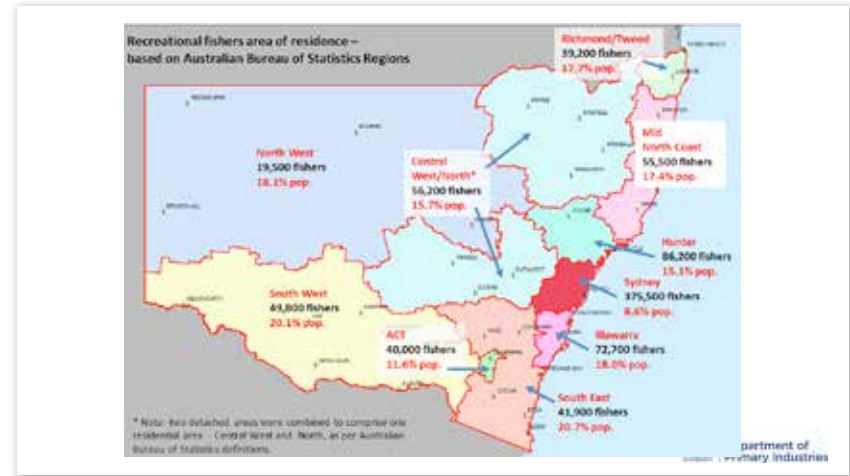
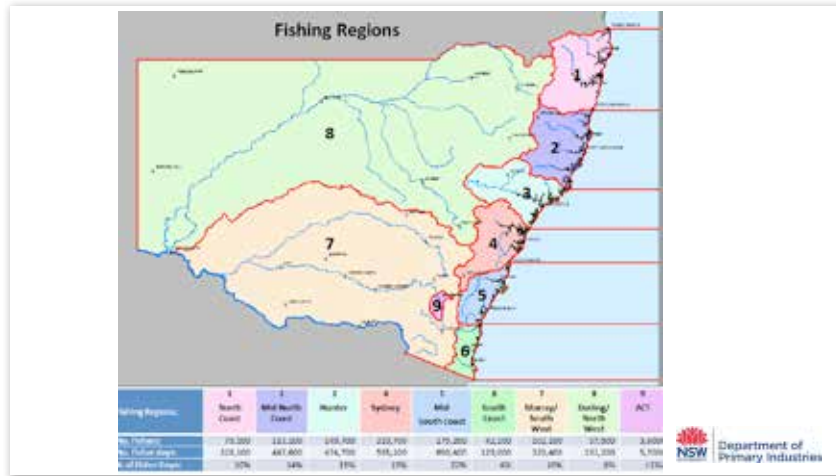
FW revenue allocation based on 30% of \$15.6M collected in 2014/15
 * includes \$297k funds for legacy projects from previous years



Statewide survey

- Statewide recreational fishing survey report published.
- 850,000 fishers in NSW. Decreases more pronounced in the younger age groups (5-14 and 15 to 29 years). Ageing of the population is also a factor, with the lowest rates of participation in the 60 plus age.
- 76% of fishers reported being at least satisfied with the overall quality of their fishing.
- One in five fishers accounted for about 60% of the days fished – highlighting that relatively few fishers contribute to a large part of the effort and catch.
- Some species increased since 2000 (e.g. Kingfish, Australian Salmon, Murray Cod and Mulloway), others remained relatively stable (e.g. Bream, Snapper, and the various Flathead species) and others decreased (e.g. Tailor, Golden Perch, Leatherjackets, and the Whiting species group).
- Summary brochure being developed.





Key Initiatives

- Better communication.
- Stocking.
- Education.
- Fisheries enhancement
- Angler access.
- <http://angleraccessdev.dpi.nsw.gov.au/site/mmr083-murray-river-doolans-bend-ramp/>
- Environmental assessment.

Communications – Future new media

- FishSmart app – Apple and Android
- Instagram and hash tags e.g. #GoFishingNSW, #NSWgamefish tagging
- TV commercials

2015/16 stocking summary

Government (and acclimatisation socs)		Dollar-for-dollar and independent	
Trout cod	27,000	Golden perch	141,667
Murray cod	412,300	Murray cod	70,553
Aust bass	345,977	Australian bass	98,334
Silver perch	125,000		
Golden perch	480,000		
Rainbow trout	2,030,618		
Brown trout	630,830		
Brook trout	109,150		
Atlantic salmon	150,000		
TOTAL	4,310,875		311,554



Marine stocking - current

- **Prawns**
 - Annual stocking of 4 million Eastern king prawns
 - Dec 2015 – Lake Tabourie & Wallagoot Lake
- **Mulloway broodstock**
 - A total of 22 wild adult brood fish caught so far.
 - Very strict genetic requirements.
 - Seeking approval to amend this as mulloway are group spawners.



Fishing Workshop Outcomes

Since 1999, 72 000 participants have been mentored into fishing. Around 8 100 have partaken in a paid fishing workshop 7841, participants in 2015/16.

	Paid (Cost \$40)	Non Paid - General	Non Paid - CALD	Facilitated with partners ie scouts, FPS, IRTs, etc	Total Participants (all types, excluding GH figures)
2015/16	872 (278 Fresh)	669	200	6100	7841

Breakdown of Paid Workshop numbers per region in 2013/14

Region/EO	Type	Numbers	Comments
North Coast	Saltwater Freshwater (Dutton Hatchery)	134 40	EO only employed part time (3 days per week)
Newcastle	Saltwater	238	
Sydney	Saltwater Freshwater (SRPC)	73 41	
South Coast	Saltwater Freshwater (Sadden Hatchery)	159 62	
Western Region	Freshwater (Narendara Fisheries Centre) Freshwater	76 53	



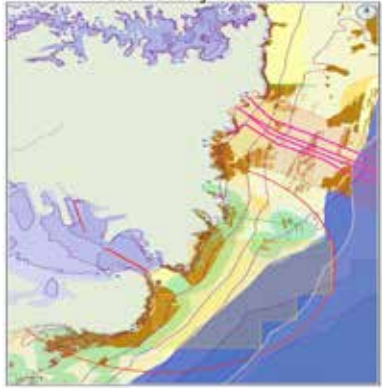
Current Status

- **January 2015 – completion of the Shoalhaven OAR**
- **February 2016 – completion of the Port Macquarie OAR**
- **FADs – 30 devices installed for the 2015/16 season**
- **Bait buoys – Trial Bay on station; Crowdy Head installed but removed following concerns re potential interactions with sharks**



2016/2017

- Port Botany OAR – to be completed by the end of 2016
- Site selection proving challenging
- EA to be completed/ tender released by July 2016
- OAR #5 – region to be announced
- EA to be completed by mid 2017
- 32 FADs to be installed with new FADs planned for SWR and south coast



NSW Department of Primary Industries

Key Issues

- Climate change
- Participation. Address through promotion & education
- Social Licence, Address through environmental assessment, quality research
- \$3.4 billion of economic activity into the NSW economy each year and creates the equivalent of about 14,000 fulltime jobs. (2012)
- Cross sector / jurisdictional management issues
- MPAs, MEMA process for Hawkesbury Bio-Region
- Habitat loss, water quality & infrastructure (mainly freshwater and estuarine)
- Tribalism.

NSW Department of Primary Industries

Drought/Climate change



NSW Department of Primary Industries

Key Issues Opportunities

- New Executive Officer to represent stakeholders
- Leveraged funding with FRDC/Trusts
- Most recreational species doing well or improving
- Research prioritised on risk, socio-economic importance and management issues
- New technologies, genetics, digital data collection
- Cross jurisdictional cooperation
- Shared harvest Strategies across sectors


NSW Department of Primary Industries

What is leadership?

National Young Future Leaders in Recreational Fishing – South East
Region 2016
Peter Appleford

Definition of a leadership

- Webster – the power or ability to lead other people
- Business news daily found 33 definitions used in business
- ‘Someone people will follow’



- Assisting people/organisations discover where they **need** to go and **get them there**

Measuring a good leader

- ✿ Daniel Goldman had 19 competencies arranged under 4 primary capabilities. Good leaders overestimated their abilities in less than 3 competencies – poor leaders overestimated their abilities in over 12. Does this mean leaders are humble?
- ✿ Recently HBR suggested that leaders should not be measured by their number of followers, but by the number of the leaders they grow – that is why you are here
- ✿ The reality is leaders are measured by the **trust and respect of the people**

Qualities

Hugh McKay – ‘we need leaders who can explain us to ourselves, offer us ways of understanding our own situation and propose creative solutions to our problems. That’s about us, not them ... and that’s true leadership’

- What other people need:
 - Respect and trust
 - It is not about how you see yourself but how others see you
- What you need to get these:
 - Self awareness and self management
 - Relationship awareness and relationship management
 - Self Care – look after yourself
 - Vision – seeing what can be
 - Strategy – identifying how to get there
 - Courage – holding the line, making tough decisions
 - Integrity – the way you behave
 - Communication – being as good as listener as talker
 - Introspection – being prepared to learn

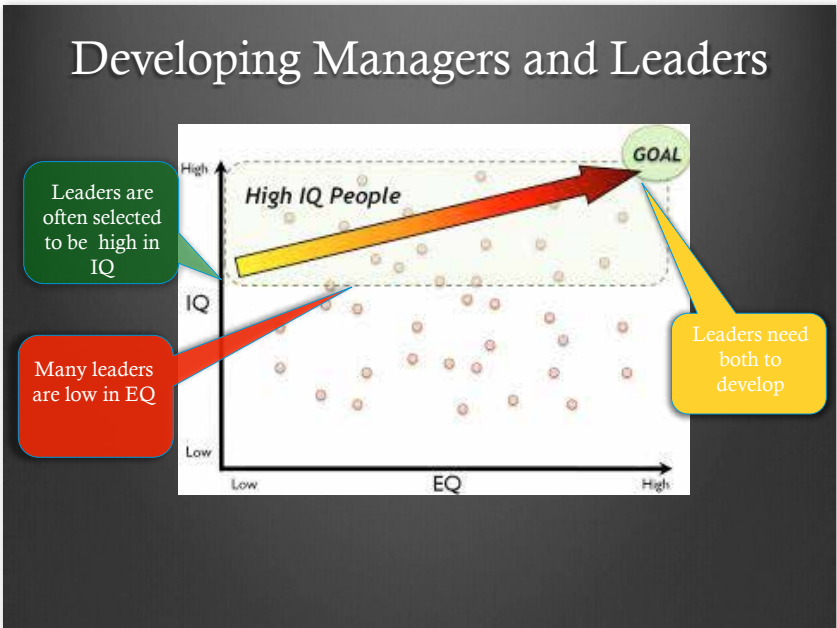
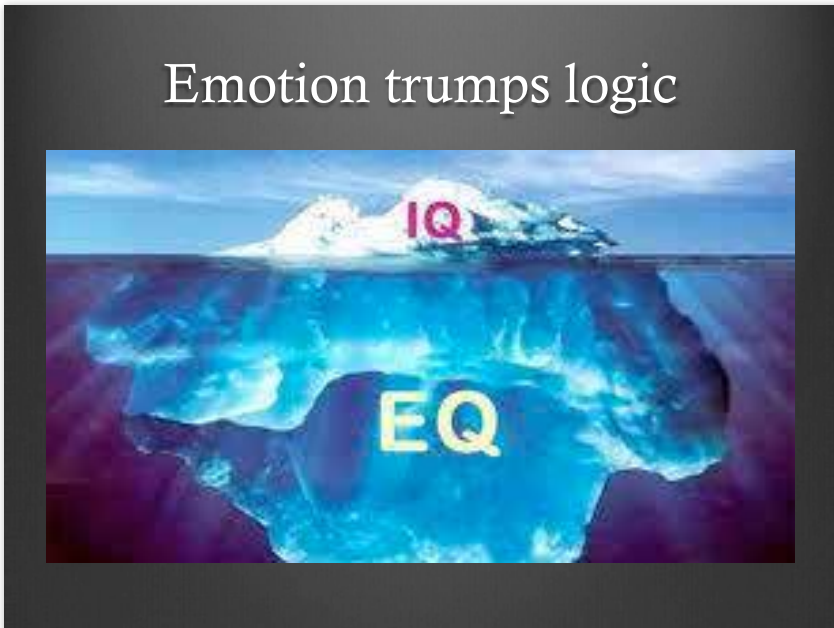
This is about you

This is about delivering – they see this

The formula

**Courage + Vision + Strategy +
 Trust + Respect = Leadership
 = Sustainable Future**

So how does all this happen-
some helpful tips



Leadership takes energy

- You have to provide most of it early
- You then need to get energy from the members/staff
- Organisational change – need to set a clear vision, strategy and approach. Communication and the case for change are essential.
- Cultural change – describe the desired culture and manage the behaviours. It is a long road.

It starts with strategy and planning

		Urgent	Not Urgent		
15% (30%) Crisis	Important	I • Crises • Pressing problems • Deadline-driven projects, meetings, preparations	II • Preparation • Planning/goal setting • Relationship building • Reevaluation/improvement	80% (30%) Planned	
5% (30%) Fun	Not Important	III • Interruptions • Some phone calls • Some meetings	IV • Busywork • Escape activities • Diversions • Time wasters	0% (10%) Rubbish	

Delivery - make it simple for them



one bite at a time.

Help them break it down to manageable bits?

Help them see the steps?






Stop them making self limiting decisions

Making tough decisions


- Tough decisions are easier if you have a clear goal and agreed way of getting there that all decisions can be tested against.
- Tight/close decisions aren't tough decisions
- Tough decisions are those that change people's lives and the reputation or brand of the organisation

Getting decisions made



How far can the decision maker jump?

Getting the green light?



Taking control?



Fisheries Communication What's changed?



Target One Million

More Victorians fishing, more often



#targetonemillion



We have lots to say!

- Target One Million- one million Victorians fishing by 2020
- Strong Government commitment to growing recreational fishing
- Many deliverables
- How do we tell people about it??



Victoria's plan to get more people fishing, more often!

danielandrews.com.au

Putting People First

Where have we come from?





- Traditional approach; face to face communication; series of regional consultation forums
- Attendance has plateaued
- Is this still a valued approach?



Where are we now?



The power of social media

- Human interaction
- 93% of Australian social media users have a Facebook account 
- 26% have an Instagram account 
- TV programming reaches audiences at peak times
- Facebook activity is constant
- Available in more than 100 languages
- 74% of millennials take action after being inspired by a post
- There are more mobile devices than people
- 6/10 indigenous Australians use Facebook daily

The "Big Brother" concept

- Efficient and targeted advertising/engagement
- Becoming an accepted reality
- Symbiotic relationship between advertiser and the public
- See what you want to see

AWARENESS → **NEED** → **CONNECT**
CONSIDERATION → **LOYALTY**

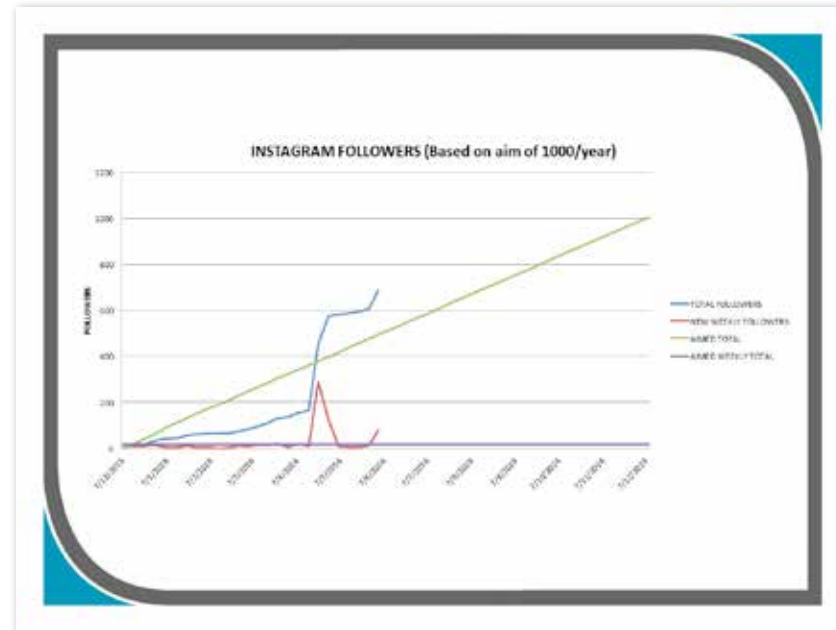
Our social media drivers



Fisheries on Instagram



@fisheriesvic 700 followers
@fisheriesqld 200 followers



Fisheries on Facebook

20,050 followers!

- 3- 5 stories posted per week
- TOP STORY in 2016
 - netting removal from PPP
 - 3170 likes
 - 442 comments
 - 688 shares
 - reach of 230,000
- TOP POSTS
 - enforcement
 - fish stocking
- Typical posts reach 8 to 20,000 people
- Increasing use of video footage

Fisheries smartphone app

- Apple and Android
- 100,000 plus downloads
- Recreational fishing guide plus additional functionality:
 - 13FISH illegal fishing reporting line
 - Direct line to the Water Police
 - Fishing licence outlet locator
 - **Marine park boundary locator**
- Flexibility and real time updates
- Reactive to feedback
- Cost saving approach- the future






Working with Parks Victoria



- Marine park locator function
 - Green- enjoy your fishing!
 - Orange- you are approaching a marine park/sanctuary
 - Red- you are in a marine park/sanctuary
- Cross collaboration
- User friendly
- Largest coordinate data set in Government




What the future looks like



TARGET ONE MILLION

*Let's get
the family
fishing!*

#target1million



Political considerations, processes and decision making

Craig Ingram



Understanding the system

- *Government*
- *Parliament*
- *Politics*
- *Media*
- *Process*
- *Community*



Setting the agenda

- *What do you want and why*
- *What will it cost*
- *Can it be done*
- *Who or what will be impacted*
- *Time and Timing*
- *Planning*



Lobbying with Influence

- *What are the limitations or barriers*
- *Identifying and using any leavers*
- *Maintaining credibility*
- *Establishing connections and networks*
- *Understanding political capital*



Improving fisheries

- *What are the limitations or barriers*
- *Identifying and using the leavers*
- *Maintaining credibility*
- *Establishing connections and networks*
- *Understanding Political capital*



Improving fisheries and fishing experiences

- *What is it all about*





Appendix 3:

Case Studies

Growing future leaders in recreational fishing 2016 and beyond: Victoria, Tasmania, NSW and South Australia

Release of the Koi Herpes Virus (KHV) in the Murray Darling Basin

Submission to the National recreational fishing alliance

Outline

- ▶ Recreational Fishing in MDB
- ▶ Benefits of KHV
 - ▶ Environmental
 - ▶ Economic
 - ▶ Social
- ▶ Potentially negative impacts of KHV
- ▶ How RecFishers can assist the carp eradication
- ▶ Stocking options
- ▶ Additional measures sought by RecFishers
- ▶ Conclusion
- ▶ Questions at the end please



Recreational Fishing in the Murray Darling Basin

- ▶ The Murray Darling Basin system spans 4 states and supports a recreational fishing industry with an estimated yearly net worth of \$403M
- ▶ The primary species that are targeted by anglers within the system are the native Murray Cod and Golden Perch.
- ▶ However, national surveys indicate European Carp are the most commonly harvested species from the MDB, and they make up to 70-90% of the total fish biomass



Environmental benefits of KHV (CyHV-3)

- ▶ Significant environmental benefits include:
 - ▶ Increased water quality (lower turbidity, increased photosynthesis, more aquatic vegetation)
 - ▶ Greater abundance of food source for native fish (macroinvertebrates) through an increase of aquatic and riparian vegetation.
 - ▶ re-establishment of a natural ecosystem with greater biodiversity
 - ▶ More natives within the system allows for a more resilient population of fish during natural cycles of blackwater events.



Economic Benefits

- ▶ Potential economic benefits include:
 - ▶ Increase in the recreational fishing industry sector within the MDB (currently estimated at \$403m and over 10,000 jobs) More native fish means more rec fishers and more jobs (aiming for \$460m and 11,500 jobs).
 - ▶ Tourism - more rec fishers means more visitors to the region spending money on things like tackle, food, accommodation and fuel etc.
 - ▶ Improved water quality within the MDB will attract more visitors from other recreational activities such as bird watching, watersports and eco-tourism
 - ▶ Huge future savings in pest management (carp are estimated to cost the Australian economy \$500m annually) allowing the government to redirect funds to other projects as required.



Social Benefits

- ▶ Potential social benefits include:
 - ▶ Regional towns benefiting from the economic boost can improve local community facilities such as boat ramps and other local infrastructure.
 - ▶ Increase in fishing and water recreational clubs, membership and club participation.
 - ▶ Community groups working together during the project implementation.
 - ▶ Greater awareness of the importance of biodiversity and the need to look after the environment, gives communities a greater sense of well being and increases a town's liveability.



Potentially negative impacts

- ▶ Cost of the project - \$15 million allocated for the research/ implementation strategy and \$35+ million for the cleanup (not huge numbers when you consider carp already cost the economy \$500m annually)
- ▶ Effect on water quality if initial release and cleanup effort is not managed effectively.
- ▶ Impact on carp angling clubs (coarse fishing etc) and cultural groups that utilize carp as a food source.
- ▶ Potential decline in economic viability of a business that currently relies on carp such as fertilizer manufacturers (Charlie Carp)
- ▶ Potential loss of food source to native species such as murray cod.
- ▶ Possible Short term impact on tourism and community if cleanup is not managed properly
- ▶ Animal welfare issue - backlash from extremist groups such as Animals Australia.



What can our rec fishing community bring to the table????

- ▶ Educate the wider community on the extensive benefits of releasing the virus through popular fishing media personalities, magazines and television shows that will reach millions of people Across Australia. Thereby increasing the communities confidence in the governments implementation strategy and effectively earning them a "social licence" to commit to the project.
 - ▶ RecFishers have holistic and subsidiary media outlets including social media such as Facebook, blogs, and Instagram, including at the personable level
- ▶ Provide valuable scientific data through angler diarists, such as population estimates and geographical locations of carp communities, which will Maximise the efficiency and effectiveness of the virus.

What can our rec fishing community bring to the table????

- ▶ Millions of dollars a year of extra revenue to the retail, tourism, boating and fishing industries once the carp are eradicated. (Less carp means more natives, more natives means more rec fishers.)
- ▶ Eradication of carp will effectively assist the government in achieving the goal of its "target one million" policy in Victoria



What can our rec fishing community bring to the table????

- ▶ Potentially thousands of volunteers and their boats from numerous angling clubs and rec fishing groups can assist in the massive task of cleaning up the vast amounts of dead carp biomass in our waterways once the release strategy is implemented.
 - ▶ This can include utilising the existing Feral Fish Scan to alert to fish kills
- ▶ The recreation fishing sector can also assist with implementing the release strategy by working closely with government organizations such as CSIRO to maximise the effectiveness of the release thereby allowing the government to get best “bang for buck”.

Restocking Option

- ▶ With limited capacity of native fish hatcheries, RecFishers can support the restoration of the MDB.
 - ▶ Redirect the current native fish stocking on alternate years (1,3,5) to the MDB
 - ▶ Other years (2,4) will assist maintaining the other native fisheries
 - ▶ Review this arrangement for post-5 year plan
- ▶ Additional restocking of aquatic species to assist with removal of carp and establishment of native food sources
 - ▶ Yabbies
 - ▶ Galaxias

RecFishing Additional Items

- ▶ The rec fishing community fully endorses the science based research that is required to manage the introduction and ongoing implementation of the KHV release project
- ▶ As a key stakeholder, the rec fishing community would like to not only be consulted on all decisions in regards to the project, but have an active role in making those decisions. (IE - Roll-out strategy, cleanup program)
- ▶ The establishment of a trial site segregated from the MDB, in order to fully develop and prove the science based release plan prior to role out.
- ▶ The rec fishing community would also like to see various projects such as native restocking, habitat restoration and ongoing electrofishing in conjunction with the KHV release.

Conclusion....

- ▶ The recreational fishing sector applauds the federal governments decision to commit \$15M to develop a sound implementation strategy, and strongly supports its commitment to rid our waterways of this devastating pest once and for all.
- ▶ Whilst we understand and agree that the implementation and ongoing management of KHV is complex and does not offer a “silver bullet” solution to the problem, the environmental, social and economic benefits far outway the cost of current ineffective management strategies.
- ▶ With 7 years of scientific research carried out by the CSIRO supporting its safe use, to not implement a KHV release into the MDB could be viewed upon as environmentally irresponsible and detrimental to the serving governments credibility.
- ▶ Our native flora and fauna can only benefit from a release of KHV, and therefore fully supported by the rec fishing community in the interests of all Australians.

Less X-Boxes, More Tackleboxes

- What does that mean?
- Fishing is the number ONE recreational activity in Australia, more than 20% of people fish
- Includes divers, game fishers, recreational fishers and the tackle industry
- Priorities and benefits



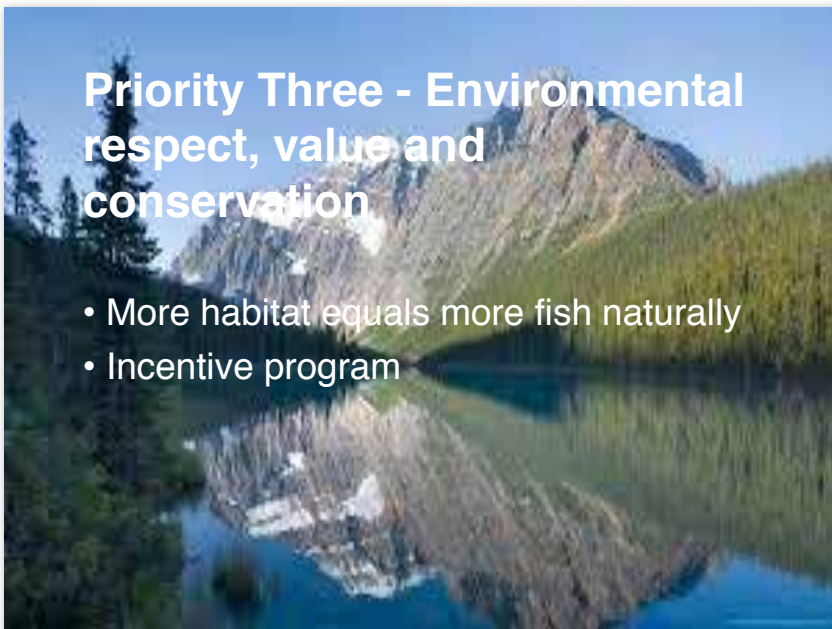
Priority one - Fishing Education

- Implement national fishing curriculum
- Provide opportunities for all levels, including avid rec fishers



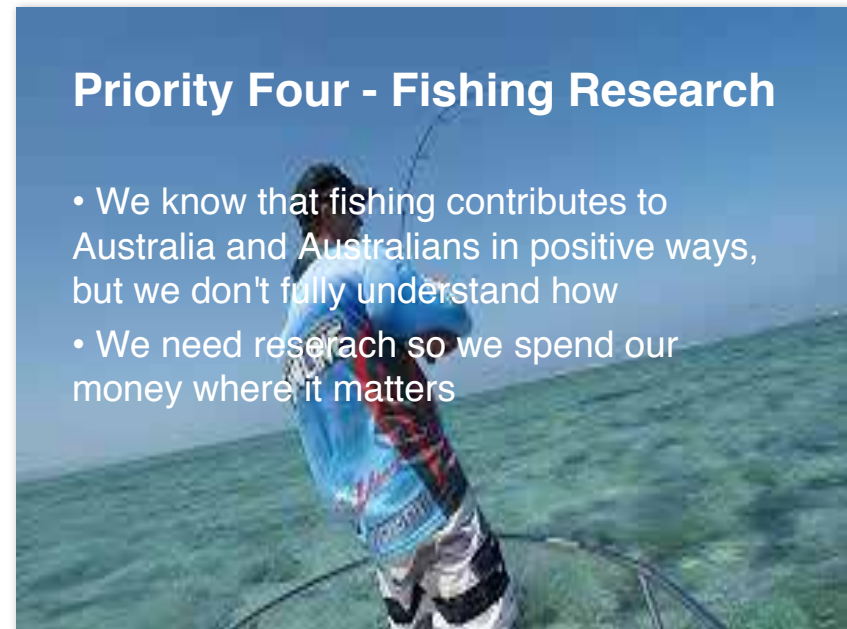
Priority Two - Fishing as part of a healthy life

- 90% of people say that going fishing is important to relax and unwind
- Medical prescriptions to go fishing - pilot program
- Enabling equality and opportunity



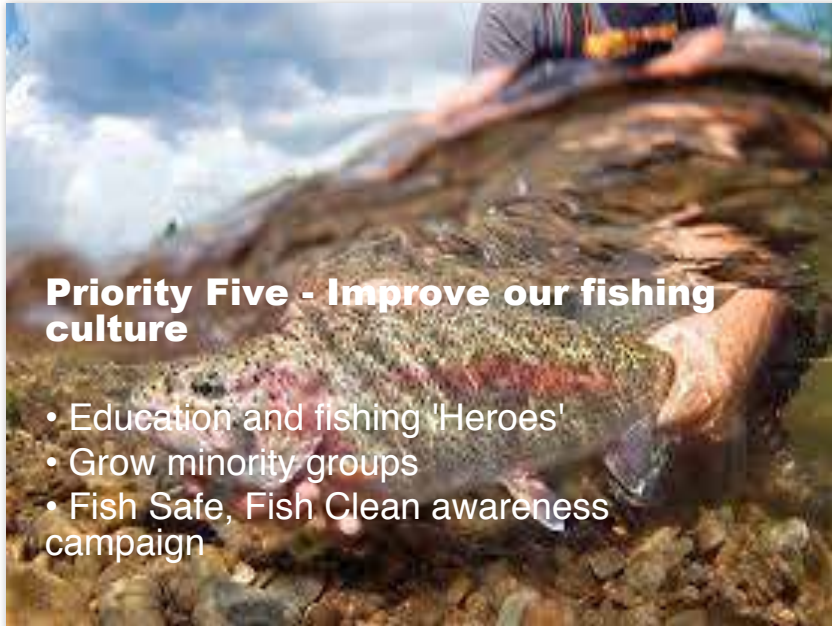
Priority Three - Environmental respect, value and conservation

- More habitat equals more fish naturally
- Incentive program



Priority Four - Fishing Research

- We know that fishing contributes to Australia and Australians in positive ways, but we don't fully understand how
- We need research so we spend our money where it matters



A better recreational fishing industry = a better Australia



Southern Bluefin Tuna

Resource sharing and management

Current State

- Southern Bluefin Tuna have a current catch quota of **5,665 tonne**.
- This is currently allocated to the **commercial fishing sector**.
- Recreation fishers do not currently have a set quota.

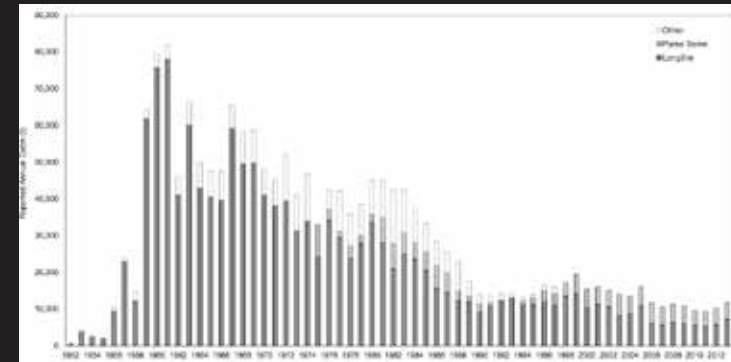


Figure 1: Reported southern bluefin tuna catches by fishing gear, 1952 to 2013. Note: a 2006 review of SBT data indicated that catches over the past 10 to 20 years may have been substantially under-reported.

Overfishing resulted in restricted quotas to replenish SBT population.

5 million recreational fisherman



Options

- **Surveying and data collection** of recreational SBT catch.
- A **tagging system** that records recreational SBT catch.
- **Suspend** recreational catch of SBT (NZ approach)

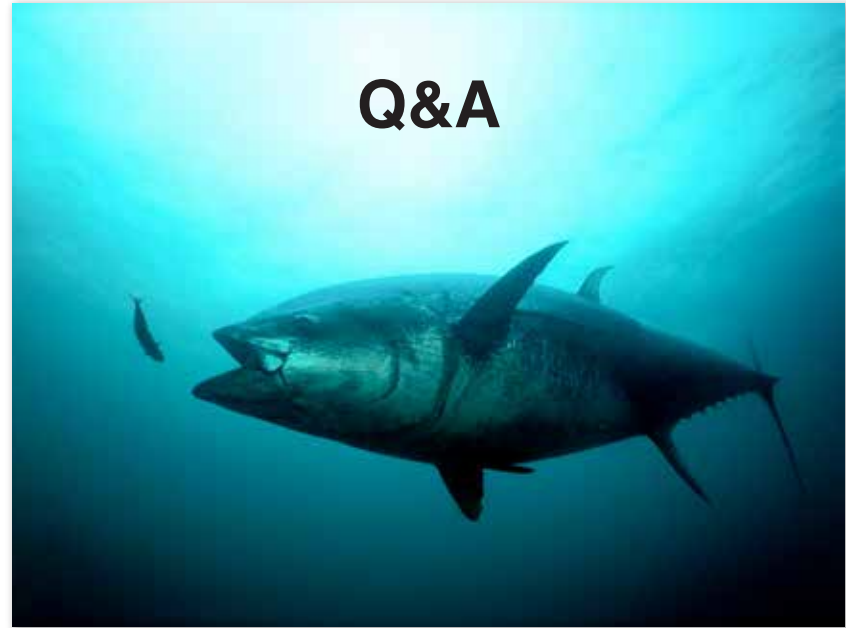


Recommendations

- Regular **surveying and data collection** of recreational SBT catch.
- **Mobile App/ Webform** that records recreational SBT catch.
- **Hook restrictions** for bait and lures to decrease SBT mortality post release.
- **Uniform size and bag limits** across all states.

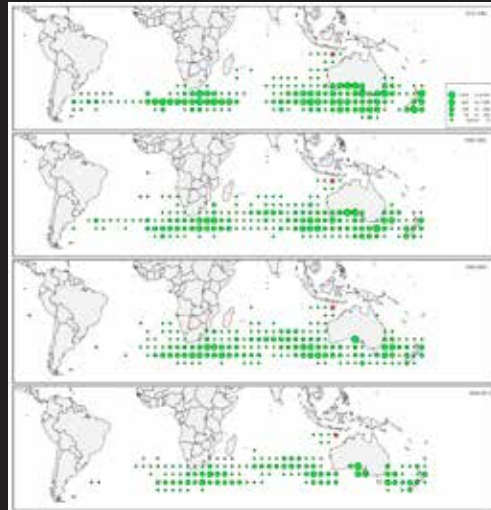


Q&A



Appendix

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South East Next Wave 2016
Young Future Leaders Case Study

You are in charge of the newly formed fishing peak body for the nation and the upcoming Federal Election presents a great new opportunity to ensure the major parties have a future plan for recreational fishing.

You have been invited by the Prime Minister and the Opposition to present a submission containing our future priorities for recreational fishing. This is a rare opportunity to influence the policy landscape for recreational fishing over the next 4 years and beyond.

Things to think about:

- What do you do?
- How would you go about it?
- What inputs and outputs would you use?
- What resources do you need?
- What does success look like?

Outline your approach to tackling this opportunity by working as a team.

Write a short report of 700 words or less. Put together a short power point for the Prime Minister to consider and present it to the floor.

Note - use the internet and other sources to research key facts and figures to support your submission.

South East Next Wave 2016 Young Future Leaders Case Study

Southern blue fin tuna resource sharing and management

Southern blue fin tuna are a public resource, owned by the Australian community and have a high recreational and commercial value. Australian recreational fishers have caught southern bluefin tuna for more than 150 years. Our catch varies significantly from year to year and the fishery is regulated by measures such as catch, boat and size limits. Since the early 2000s the recreational fishery has seen a major resurgence in Victoria, Tasmania, South Australia, New South Wales and Western Australia. This growth has provided much needed stimulus to regional and State economies and could be worth as much as \$50-100 million to the South East Australian economy.

The stock of SBT is relatively low due to a history of commercial overfishing, especially by other countries. More recently it has continued to increase against the backdrop of growing recreational fishing, following tighter controls on commercial fishing by countries other than Australia that are party to the Commission for the Conservation of Southern Bluefin Tuna.

Estimating the catch of southern bluefin tuna nationally has some benefit but it will be a costly and complex exercise given the year to year variations. As the stock continues to grow into the future, it is vital that recreational fishers be given more secure access rights to the fishery by the Commonwealth Government.

Past Governments have chosen to allocate formal access rights to the commercial wild catch industry and it is now time for the new Government to properly recognise the rights of recreational fishers. In 2014, the Australian allocation was increased by the

Commission and this was passed on directly to the commercial fishing quota holders, with no acknowledgement of the need to make progress to incorporating the recreational catch into the management framework.

You have been asked by the Commission to make submission on the recreational fishery and how resource sharing and management could best be done in a fair and equitable way. You are free to use a clean slate and recommend short and long term actions to address the current policy and management stalemate.

Things to think about:

- What does success from a recreational fishing perspective look like?
- Fisheries resource sharing principles
- International obligations and reputation
- The need to ensure future stock rebuilding
- Cost of re-allocation and potential litigation
- Timeframes

Outline your approach to tackling this opportunity by working as a small team. Write a short report of 700 words or less. Put together a short power point for the heads of the State peak bodies (Dallas, Malcolm, David, Stan and Mark) to consider and make a 15-20 minute presentation to the full group.

Note - use the internet and other sources to research key facts and figures to support your submission.