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**Fishing Australia National Carp Control Program Episodes**

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

# FRDC NCCP Fishing Australia Episodes – Final Report

## Introduction

The National Carp Control Plan is an ambitious and essential initiative that aims to finally address a significant environmental problem, which continues to be an ever-growing threat to the health of our river systems.

The challenges of eradicating such a pest as carp are not small, however the strategy to introduce the carp virus is an investment in the future to save our rivers and associated eco systems, and one that has seen notable success in more than 30 other countries.

It also must be noted that such a plan, if not properly managed in its proposition and execution, may be misunderstood, or further, misrepresented, to the detriment of the its roll-out and effectiveness among the many participating communities and interest groups.

The science and research at the core of the NCCP is underlined by its success in programs elsewhere, however there are many questions surrounding the implementation, impact and outcomes that are inevitably falling into the spotlight.

The NCCP has a strong team of experts leading the science and research, but the coverage of their work, and the many critical pieces of information that identify the plan, is being offered in small 'pieces' dispersed across various media platforms. Discussions with NCCP Director Matt Barwick have identified a need to address this problem.

It is therefore prudent to consider an experienced media partner that can work directly with the NCCP to provide a broad scope of publication across the mainstream television landscape, and which can also drive engagement and consultation through social media platforms to integrate content via all of its websites, Facebook, Instagram and Twitter

As seen on Network Ten and the WIN Network each week, Fishing Australia is a leading television series focused on recreational fishing as a means to enjoy and participate in our country's magnificent diversity, and has spent close to two decades travelling our nation's landscape actively presenting sustainable practices in the adventure travel paradigm so favoured by an ever-increasing number of Australians

To ensure successful multi-faceted dissemination of this initiative, the NCCP story needs to be told 'in full' via two dedicated television documentaries featuring the specific research, planning, deployment, management, monitoring and clean up.

These documentaries will be broadcast on mainstream TV and also re-tasked to online and social media. They are of critical importance and provide the NCCP with an essential mechanism to address in detail the issues, and educate Australians about the Plan.

A review of all NCCP media coverage to date reveals there has been little or no attention given by the various reports across broadcast, print and social, directing the public to the place where detailed information may be obtained about the complete NCCP story.

To ensure the success of the NCCP, professionally produced documentaries and associated online content are a vital resource that can illustrate to the public and stakeholders how the NCCP is a once in a lifetime chance to save our rivers and lakes.

The various strategic and informational elements of the NCCP are at risk of being diluted or misunderstood by way of a fragmented media and community engagement process.

Without focus and management of the Plan's dissemination, in particular to the key regions where the Plan is initiated, the NCCP may encounter challenges with gaining the support of local communities and those on-site resources necessary to facilitate the success of the Plan during its introduction, operation, and clean-up.

The successful eradication of carp under the NCCP may be hindered by the fallout of the aftermath and clean up if the opportunity to unite local communities via a targeted information program facilitated by a media partner such the WIN Network is overlooked.

The Key Objective of this project is to ensure the NCCP's story is presented with integrity and is illuminated in the TV broadcast and multi media arena via the commissioning of this proposed production.

## **Objectives**

The main objective of this project was to:

“Educate anglers and the general public on the aims of the NCCP through the provision of two television programs”.

## **Methods**

The above objective will be achieved by the following major activities.

1/ Develop a production that delivers the complete picture of the aims, values, expertise and nature of the NCCP that will be clearly articulated and in a national television documentary series with extensive coverage in metropolitan and regional Australia.

2/ Tasking the TOV production to online channels. This includes all our social media and includes Facebook, Instagram and Twitter, along with Fishing Australia on iTunes and Fishing Australia's YouTube channel. It also includes providing these assets for your use on your own online channels.

3/ Engaging NCCP scientists in a national production.

## **Discussion/Outputs**

Two 20 minute national Television productions or episodes were produced and televised.

The format and content of these episodes is shown below:

### **Episode 1**

This episode went to air on:

WIN Television 9/9/2017

Channel TEN 9/9/2017

There has been 2 repeats on WIN , and 2 repeats on TEN.

The viewing rates for the above episodes was 450,000

### **Episode 2**

This episode went to air on:

Channel TEN BOLD: Sun 17/03/2019 @ 16:30 > 17:00

WIN Television Sat 06/04/2019 @ 16:30 > 17:00

The viewing rates for this episode was 225,000 (2 bonus repeats remain at a time to be dictated by FRDC)

The first episode has been uploaded here <https://youtu.be/LAlZPnFt4Dg>

The second episode has recently be uploaded to the YouTube Channel FishingAustraliaWIN. NCCP to advise when promotion by us is required.

In addition the following social media posts were completed:

**Facebook**

@fishingaustraliatv

[@totalnativefishing](#)

[@robpaxevanos](#)

**Instagram:**

@robpaxevanos

[@fishingaustraliatv](#)

@totalnativefishing

**Twitter:**

@robpaxevanos

@fishingaustraliaTV

@totalnativeDVD

Total following is 160,000

Each social page has received 4 posts on the NCCP

The above results shown that the social media achieved a reach of 250,000 people

**Conclusion**

This project has been successful in raising awareness about the NCCP to an audience of 1,150,00 people.

**Implications**

Increased awareness about the NCCP within the recreational fishing sector.

**Recommendations**

That a follow-up TV episode be developed in the later half of the year that focusses on the outcomes of the NCCP research.

**Extension and Adoption**

This project is an extension and adoption project.

# FRDC FINAL REPORT CHECKLIST

<b>Project Title:</b>	Fishing Australia National Carp Control Program Episodes		
<b>Principal Investigators:</b>	NA		
<b>Project Number:</b>	2016-163		
<b>Description:</b>	Broadcast two separate episodes of Fishing Australia covering the NCCP		
<b>Published Date:</b>	See above	<b>Year:</b>	See above
<b>ISBN:</b>	XXXXXX (if applicable)	<b>ISSN:</b>	XXXXXXXXXXXXXXXXXX (if applicable)
<b>Key Words:</b>			

Please use this checklist to self-assess your report before submitting to FRDC. Checklist should accompany the report.

	<b>Is it included (Y/N)</b>	<b>Comments</b>
<b>Foreword (optional)</b>	N	
<b>Acknowledgments</b>	N	
<b>Abbreviations</b>	N	
<b>Executive Summary</b>	Y	
– <b>What the report is about</b>	Y	
– <b>Background – why project was undertaken</b>	Y	
– <b>Aims/objectives – what you wanted to achieve at the beginning</b>	Y	
– <b>Methodology – outline how you did the project</b>	Y	
– <b>Results/key findings – this should outline what you found or key results</b>	Y	
– <b>Implications for relevant stakeholders</b>	Y	
– <b>Recommendations</b>	Y	
<b>Introduction</b>	Y	
<b>Objectives</b>	Y	
<b>Methodology</b>	Y	
<b>Results</b>	Y	
<b>Discussion</b>	Y	
<b>Conclusion</b>	Y	
<b>Implications</b>	Y	
<b>Recommendations</b>	Y	
<b>Further development</b>	Y	
<b>Extension and Adoption</b>	Y	



<b>Project coverage</b>	Y	
<b>Glossary</b>	NA	
<b>Project materials developed</b>	NA	
<b>Appendices</b>	NA	



