



OUR 5 YEAR VISION >

Enjoyable, responsible recreational fishing from healthy habitat supporting abundant fish populations and safe, ongoing access to fishing grounds.



business plan 2016 – 2017

Approved by VRFish Chair and General Manager 23 June 2016

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IMPROVE FISH HABITAT					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Habitat protection, restoration and enhancement	Work with Fisheries Victoria and Catchment Management Authorities to improve fish habitat.	> Attend and promote Arthur Rylah Institute Habitat for Fish Forums across Victoria.	June 2017	S B SC	E (I)
	Develop new partnerships with non-government habitat funding agencies.	> Join the Nature Conservancy Fish Habitat Partnership Network.	December 2016	S B	
	Advance signature habitat improvement projects in Port Phillip Bay and Gunbower-Lower Loddon Fish Recovery Plan.	> Participate in a stop go review of the Port Phillip Bay shell fish restoration project.	June 2016	S B	
		> Subject to findings of stop go review, advocate for additional co-investment to expand the trial.	March 2017	S B	
		> Work with the North Central CMA to progress funding of the Gunbower-Lower Loddon Native Fish Recovery Plan.	June 2017	S B	
		> Participate in the NCCMA Lower Loddon Gunbower Native Fish Recovery Plan Project Committee.	June 2017	S B	
	Establish best practice management guidelines on willow removal.	> Work with CMAs to establish a fact sheet on willow removal. > Review VRFish policy position on willow removal.	December 2016	S B	
Co-management of natural resources	Strengthen collaborative agreements with fish habitat funding organisations.	> Establish a Memorandum of Understanding with OZFish Unlimited.	February 2017	S B	E (I)
		> Finalise the MOU with the North Central CMA.	July 2016	S B	
		> Attend and provide input into the Statewide Catchment Managers' Forum.	June 2017	S	
	Provide a voice for recreational fishers on catchment and water management activities that have potential to impact recreational fishing.	> Act as a temporary water holder in the event of a further water transfer for Lake Toolondo.	June 2017	S	
		> Attend CMA and water authority meetings to ensure recreational fishing values are incorporated at a Statewide and local level (eg Lake Nagambie, Lake Bolac).	June 2017	S B SC	
		> Provide a submission and engage in the Commonwealth review of the Water Act.	June 2017	S B	

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IMPROVE FISH HABITAT (cont.)					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Secure water allocations for recreational fishing	Represent recreational fishing values and provide input into the development of the State Government Water Plan.	> Attend and provide input into the Stakeholder Reference Group overseeing preparation of the new Water Plan.	September 2016	S B	E (I)
		> Work with water authorities and other State Government agencies to secure recreational water allocations for defined recreational lakes located in the Wimmera and North West of Victoria.	June 2017	S B	
		> Seek VRFish representation on all future Bulk Water Entitlement determination decision-making committees.	2017	S B	
Shared benefits for recreational fishing from environmental flows	Improve decision making with e-flows to ensure they also meet defined objectives for enhancing recreational fishing.	> Meet with the Victorian Environmental Water Holder 2 times per year.	June 2017	S	E (I)
		> Invite the VEWH to the VRFish State Council in 2016 to achieve greater mutual recognition of our shared values and objectives.	August 2016	S	
		> Educate fishers about the basics of e-flows in Victorian streams, rivers and wetlands through development of a joint fact sheet.	March 2017	S B	
		> Attend and participate in National Flows for Fish Forums.	June 2017	S B	
		> Promote multiple use of water outcomes.	June 2017	S B	

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SAFE, EASY AND ONGOING ACCESS					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Maintain and extend access to fisheries	Work with the Ministerial Boating Infrastructure Working Group and the Boating Industry Association to achieve an increase in investment.	> Attend and provide constructive input to the Ministerial Boating Infrastructure Working Group meetings.	June 2017	S B	E (I)
		> Present an options paper aimed at improving boating capacity for consideration by the Minister for Ports.	November 2016	S B	
		> Advocate for a measurable increase in State wide boating infrastructure investment through the State Budget process and in line with Target 1 Million commitments.	June 2017	S B	
		> Attend Parks Victoria Murray River Redgum Parks Forum.	June 2017	S B	
		> Review and update the VRFish Access Policy.	June 2017	S B	
Improved pier and land based fishing opportunities	Prioritise a list of piers and jetties for future enhancement and restoration.	> Meet with Parks Victoria to review current list of piers and jetties to be restored.	June 2017	S	E (I)
		> Continue to promote the restoration of Long Jetty at Port Welshpool through the 2016 Federal Election.	July 2016	S	
		> Establish a list of priority locations for enhancement or restoration.	November 2016	S	
Safer harbors for ocean fishing	Prioritise a list of safe harbours for future enhancement and restoration.	> Advocate for improved safe harbours at Warrnambool, Portarlington, Cape Conran and Torquay.	June 2017	S B	E (I)
		> Provide a submission to the Infrastructure Victorian Strategy in partnership with the Boating Industry Association of Victoria.	September 2016	S B	

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INCREASE PARTICIPATION AND RECOGNITION OF BENEFITS					
Objective	Actions	Key Performance Measures	Due date	Responsibility	
Promote and grow participation amongst non-fishers, especially youths	Apply for project funding to support delivery of the Get Metro Fishing project.	> Apply for a Large RFL Grant to improve access, infrastructure, stocking, awareness and participation at prioritised metropolitan areas.	November 2017	S B SC	C (I) (a) & D (I) (a)
	Support and guide angling clubs to run fishing clinics aimed at attracting more youth into fishing.	> Advise clubs of appropriate funding sources and approaches to secure additional resources to increase fisher participation.	May 2017	S B SC	
Affordable fishing opportunities	Review the RIS on proposed changes to RFL fees.	> Develop a position on the proposed changes to Recreational Fishing Licence fees.	April 2016	S B SC	C (I) (a) & D (I) (a)
	Promote the purchase of RFL's online to optimise returns to fishers.	> Continued promotion and growth in the purchase of RFLs from online sales.	May 2017	S	
Quality fishing experiences and catch rates	Angler satisfaction and RFL investment is evaluated and factored into future policy and planning.	> VRFish conducts a survey of the recreational fishing community and its membership about the level of angler satisfaction and future priorities for RFL investment.	June 2017	S B	C (I) (a) & D (I) (a)
		> VRFish continues to advocate for more fish stocking, habitat improvement, better boating and fishing infrastructure and smart fisheries management.		S B	
Improved recognition of social and economic benefits	Continue to promote the key findings of the 2014/15 Ernst and Young Study.	> Promote key findings in media releases, social media, website and Fishing Lines.	June 2017	S B	E (I)
Stronger fishing clubs and associations	Assist clubs and associations to secure additional resources and grow membership	> Increased awareness and take up of \$2,000 club grants.	July 2016	S B SC	C (I) (a) & D (I) (a)
		> Promote the development of 10% of young leaders joining VRFish from angling clubs.		S SC	

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 BEST PRACTICE FISHERIES MANAGEMENT AND INFORMED FISHERS					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Adoption of responsible fishing practices and behaviours	VRFish delivers new and existing projects that seek to achieve sustainable and responsible fishing.	> Snapper survival education and extension project is delivered in the lead up to Spring/Summer 2017.	December 2016	S B	C (I) (a) & D (I) (a)
		> Thresher shark best practice fishing guidelines delivered in the lead up to the 2017 season.	June 2017	S B GF	
		> Murray cod handling best practice guidelines delivered in the lead up to the 2017 season.	December 2016	S B	
		> Extension and promotion of southern blue fin tuna code of practice and regulations during 2016/17.	June 2017	S GF	
		> VRFish provides input into the development of the 2017 National Code of Practice for Recreational Fishing.	June 2017	S B	
		> VRFish provides guidance and assistance to Fishing Competitions such as Tea-Tree, Lake Mulwala Cod Classic and Portland Tuna on responsible and sustainable fishing.	June 2017	S B	
		> VRFish Recreational Fishing Code of Conduct is promoted widely on social and in print media.	June 2017	S	C (I) (a) & D (I) (a)
		> VRFish responds in a timely manner to issues including, but not limited to: <ul style="list-style-type: none"> i) Banning netting at Gippsland Lakes river mouths ii) Promotion of secure water levels at Lake Toolondo, subject to bulk-water entitlement determinations. iii) Creation of a Fisheries Statutory Authority. iv) Reciprocal licensing with NSW. Note – Target 1 million policies	June 2017	S B	

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BEST PRACTICE FISHERIES MANAGEMENT AND INFORMED FISHERS (cont.)					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Science based and responsible fisheries regulation	Strive for best practice regulations based on social, economic and biological objectives.	> Attend and contribute to stock assessment workshops.	June 2017	S B	D (I) (a)
		> Provide a response to Fisheries Victoria on all policy, management and research requests for comment within agreed timelines (eg fisheries notices, regulations, quota orders).	June 2017	S B SC	B (4) (a)
		> Represent recreational fishers on fishery management plan development steering committees (eg pipis)	June 2017	S SC	D (I) (a)
		> Work with fishery managers to establish a trial tagging system for southern rock lobster to help ascertain catch levels.	November 2016	S B SC	C (I) (a) & D (I) (a)
		> Establish a policy position on future management of trout fishing in South West Rivers.	July 2016	S B SC	C (I) (a) & D (I) (a)
		> Establish a policy position for sand flathead in Victoria based on responses from a stakeholder survey and membership feedback.	October 2016	S B SC	C (I) (a) & D (I) (a)
		> VRFish engages in the River Red Gum Management Plan development and makes a formal submission that recognizes the importance of maintaining all current access to fisheries, camping, campfires and preserving fish habitat.	October 2016	S B	E (I)
Prioritised fish stockings	Achieve smart stocking of our inland and estuarine fisheries.	> Attend VicFishStock meetings across Victoria and assist in the coordination and prioritisation of fish stocking proposals.	June 2017	S B SC	C (I) (a) & D (I) (a)
		> Attend and provide input into the Snobs Creek Fish Production Governance Board.	June 2017	S B	
		> VRFish champions new and innovative stocking to enhance fishing opportunities (eg Rocklands Reservoir).	June 2017	SC	
Greater investment into research, development and extension	Aim to achieve improved research outcomes for recreational fisheries management outcomes.	> Work with ARFF, FRDC and RecFish Research to establish an improved funding model for recreational fishing in Victoria.	June 2017	S B	E (I)
		> Work with Fisheries Victoria to commence development of a R&D Strategy for Recreational Fishing in Victoria that identifies current gaps, strengths and opportunities.	June 2017	S B	C (I) (a) & D (I) (a)

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BEST PRACTICE FISHERIES MANAGEMENT AND INFORMED FISHERS (cont.)					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Legislative recognition of recreational fishing	Strive for greater recognition of recreational fishing values in Commonwealth fisheries legislation.	Work with ARFF to advocate for improved recognition through the 2016 Federal Election.	July 2016	S B SC	E (I)
Improved aquatic pest management	National carp virus	Establish a policy position on the proposed release of the carp virus, including all risks and opportunities.	June 2017	S B SC	B (5) (a)

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 ORGANISATIONAL EXCELLENCE, ADVOCACY AND PARTNERSHIPS					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Quality governance and organisational processes	Deliver best practice financial management.	VRFish financial accounts are independently audited annually.	June 2017	S B	F (I) (a-c)
	Monitor and where required revise internal governance guidelines.	VRFish Finance Committee meets 4 times per year.	June 2017	S FC	F (I) (a-d)
		Weekly meetings are held between the Finance Manager and General Manager.	June 2017	S	
		Promote the VRFish Code of Conduct and Social Media Policy amongst members and recreational fishing groups more generally.	June 2017	S	
		Organise a Company Directors Training Course for the General Manager and Board (subject to external or additional funding).	June 2017	S	H (I) (c)
		Promote the VRFish Induction Kit to new VRFish State Council members.	June 2017	S B	F (I) (a-d)
		Report to the State Council on key deliverables as per the Business Plan and Funding Agreement.	June 2017	S B	
		Survey the VRFish State Council to evaluate strengths and weaknesses to ensure best continuous improvement.	June 2017	S B SC	
		Recommendations from State Council members are assessed and evaluated by the Board.	June 2017	S B	
Improved recognition and support from recreational fishers	VRFish proactively engages recreational fishers outside its core membership.	> VRFish plays a lead role in presentations at the Murray cod conference, Talking Trout and Regional Forums.	June 2017	S B SC	C (I) (a) & D (I) (a)
		> Sub-contract management of the e-mail RFL database, including development of key messages.	June 2017	S B CC	B (5) (a)
		> Produce bi-monthly e-newsletter to the RFL email database.	June 2017	S	E (I)
		> Work with ARFF and state/national organisations on Commonwealth fisheries and environmental proposals that have potential to impact recreational fishing.	June 2017	S	G (I)
		> Meet with organisations that have an interest in improving recreational fishing in Victoria (eg Future Fish, AFTA, ATF).	June 2017	S B	

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 ORGANISATIONAL EXCELLENCE, ADVOCACY AND PARTNERSHIPS (cont.)					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Strategic and effective communications and engagement	Implement the VRFish Communication Plan.	> Produce one edition of Fishing Lines for the 2016 Boat Show.	June 2017	S B CC	B (5) (a)
		> Sub-contract management of the e-mail RFL database, including development of key messages.			
		> Produce a bi-monthly e-newsletter to the RFL email database.			
		> Write VRFish updates in VFM, SE/SW & NE Angler.			
		> Maintain an up to date website.			
		> Increase the number of likes and follows on VRFish Facebook, Twitter and Instagram.			
		> Produce an Annual Report in time for the Annual General Meeting.			
Strong and constructive relationships with Government and stakeholders	Strive for improved cross agency and stakeholder collaboration.	> VRFish meets with other stakeholder representative groups, such as Seafood Industry Victoria, the Nature Conservancy, Boating Industry Association, Beyond Blue, Vic Health, Outdoors Victoria, the Men's Shed Association.	June 2017	S B	E (1)
		> Attend AFMF Native Fish Working Group meetings.	June 2017	S B	
		> VRFish meets with the Parks Victoria executive on public access and parks management issues.	June 2017	S CH	
		> VRFish meet regularly with Fisheries Victoria executive and Minister's Office.	June 2017	S	
		> VRFish attend the bi-annual AFMA recreational Fishing Forum.	June 2017	S	

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ORGANISATIONAL EXCELLENCE, ADVOCACY AND PARTNERSHIPS (cont.)					
Objective	Actions	Key Performance Measures	Due date	Responsibility	Funding agreement alignment
Well tested and credible policy positions reflecting diverse membership	State Council policy positions are evaluated against views of the broader recreational fishing sector.	> VRFish conducts or assists in the delivery of surveys to support fisheries management and policy decisions (eg yellow belly catch limit, Murray cod slot limit, trout size limit).	June 2017	S B SC	C (1) (a-b)
		> RFL email database of online or virtual members is used as sounding board in the development of new policy positions.	June 2017	S B	
		> VRFish State Council policy positions are tested on social media to measure their level of acceptance.	June 2017	S B	
	Membership diversity is reviewed annually and refinements are made where required.	> Young leaders are developed and recruited to the State Council.	June 2017	S B	B (6) (a)
		> Culturally and Linguistically Diverse membership of the State Council is reviewed and enhanced.	June 2017	S B	
		> At least 2 new female members are recruited to the State Council.	June 2017	S B	
		> Angling club membership on the State Council is reviewed and additional members are invited to join where applicable (eg Lorne Angling and Aquatic Club).	June 2017	S B	
		> VRFish attends Lunar Festival, Piers Festival and other multicultural events to raise awareness.	June 2017	S B	
		> Increase awareness of State Council members on Aboriginal fishing values.	June 2017	S B	
		> Attempt to recruit an Aboriginal fisher to the State Council.	June 2017	S B	

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