



Our purpose is great fishing experiences  
for all in the WA community forever



recfishwest

2016/17 achievements



Recfishwest is WA's recreational fishing peak body representing the interests of some 740,000 fishers in Western Australia. We are a not-for-profit organisation that work hard to ensure high quality fishing experiences are maintained and enjoyed, as an integral part of the WA lifestyle.



“Developing **more fishing opportunities** for Western Australia allows for safe, accessible and enjoyable fishing experiences for all West Aussies. **We’re proud** to continue breaking new ground in WA, including the installation of Perth’s Artificial Reef Towers, our growing Reef Vision Program and the stocking of **important fish species.**”

Recfishwest CEO **Dr Andrew Rowland**



**\$8,500,000**

of Fishing Licence money has now been invested back into fishing in WA since 2012!

**120,000 m<sup>2</sup> & 1,000 tonnes**

of Artificial Reef Habitat  
Structure now installed in WA to date

**3**

New Artificial Reefs announced –  
Exmouth, Esperance and Dampier

**34,000**

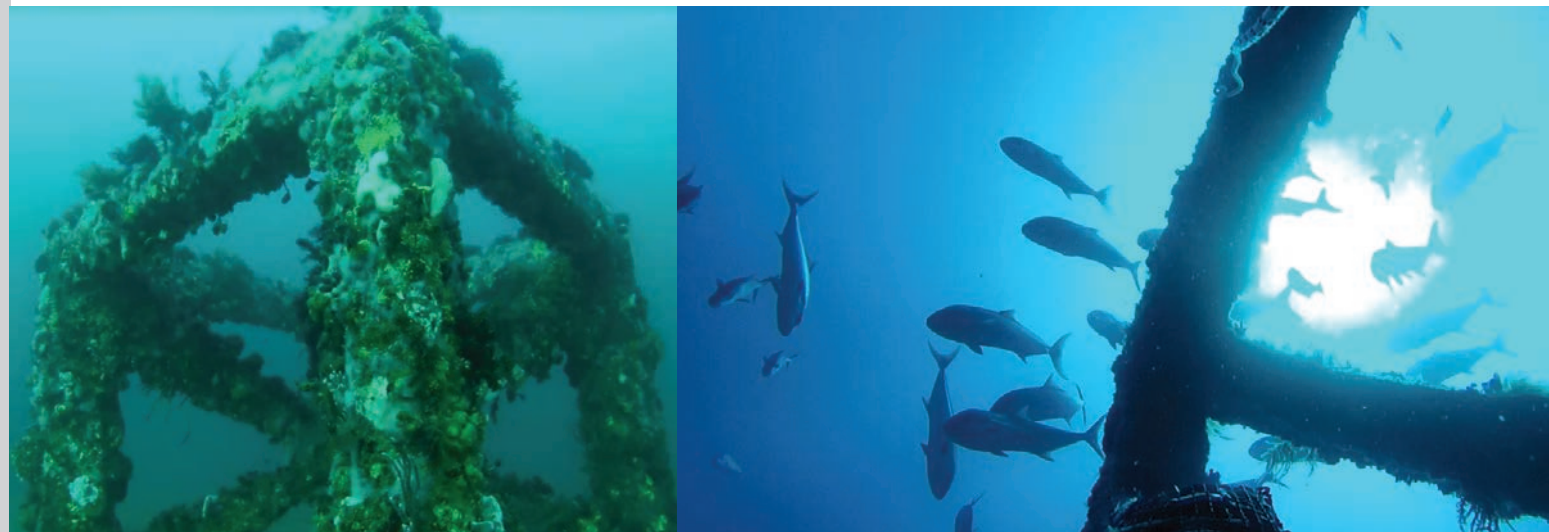
Individual fish counted on WA’s South West Artificial Reefs

**82**

Species counted on WA’s South West Artificial Reefs

**40**

Volunteers contributing to Reef Vision in WA







**50,000** Pink Snapper stocked  
in Perth Metro waters in 2017

**800+** Community members  
releasing fish

**\$300,000** State Government  
3 yr commitment to  
the Snapper Guardians  
Program

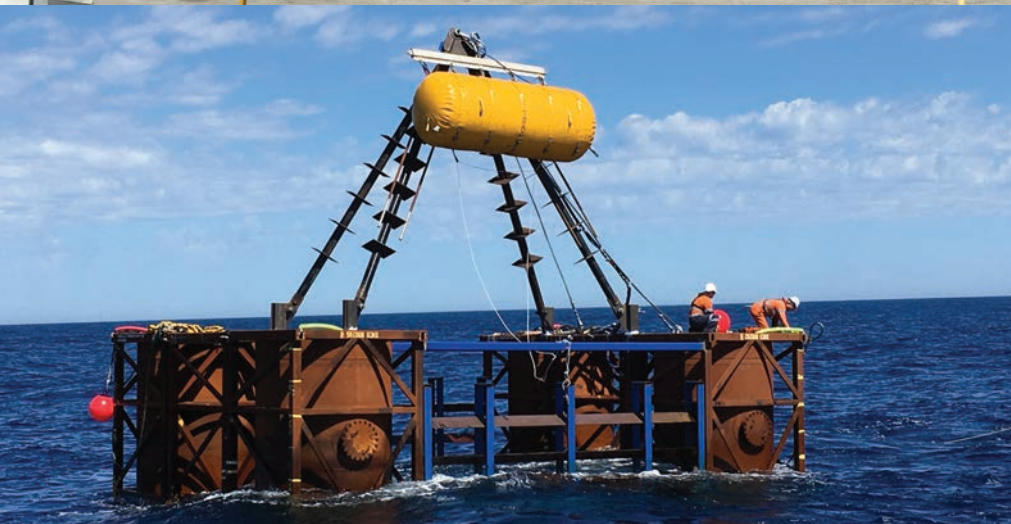




“The **reef towers** were specifically designed to not only house demersal fish species but to attract an array of **pelagic top-water fish** in a similar way to FADs.”

Recfishwest Research Officer **James Florisson**

“Samson Fish, Yellowtail Kingfish, Salmon, Spanish Mackerel and Tuna are all expected to **turn up at the reef**, as well as demersal species such as Pink Snapper, Dhufish and Baldchin Groper.”



WA's **first** purpose-built Pelagic Artificial Reef Towers

**12.5m** high Towers, equal to a four storey building

**140 tonnes** of Artificial Reef Habitat Structure

**\$850,000** of Fishing Licence money invested

“Communicating with the **WA fishing public** keeps people informed on everything affecting their fishing, including the enhanced fishing experiences that **Recfishwest** and our partners are creating. We strive to deliver useful tools, like our **Smartphone App** and weekly statewide **Fishing Reports**, which people can use to make their fishing better.”

Communications Manager **Tim Grose**

**3,130,000**

Screen views on the Recfishwest Smartphone App

**86%**

Of users continually use the App

**4.9** ★★★★★

User rating on Apple iTunes

**8,000**

Fishing Report subscribers

**Kununurra**

Is now a new Fishing Report location

**GWN7 and ABC Radio Perth**

Broadcasting Recfishwest Fishing Reports weekly



#### Websites

**25,000+**  
sessions per month

recfishwest.org.au

**35,000+**  
sessions per month

ilovefishing.com.au

**1,000+**

shoppers per month

fishandsurvive.com.au

#### eNewsletter: Broadcast

**70,000+**  
per month

#### Smartphone App

**38,000**  
downloads

#### Fishing Reports

**8,000+**  
per week

#### Social Media Channels

**15,800**

**3,800,000**  
/year

**1,400**

**800**

Facebook followers

People reached  
via Facebook

Instagram followers

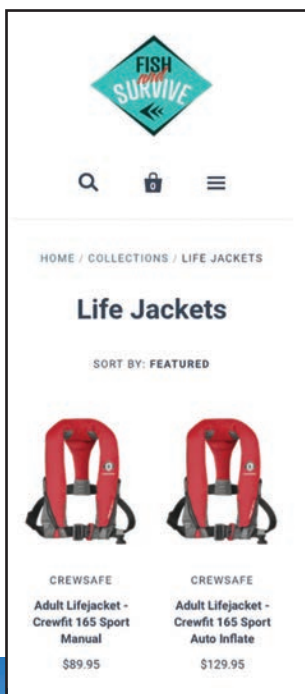
Twitter followers





“Our Role is to help ensure people **return home safe** to their families after a day’s fishing. We continue to work with government agencies and our community partners on our Statewide Fishing Safety Strategy to install more Angel Rings at high risk fishing locations and to improve access to new slimline fishing life jackets, along with raising awareness of **fishing safety in WA.**”

Fishing Safety Officer **Bronte Nardi**



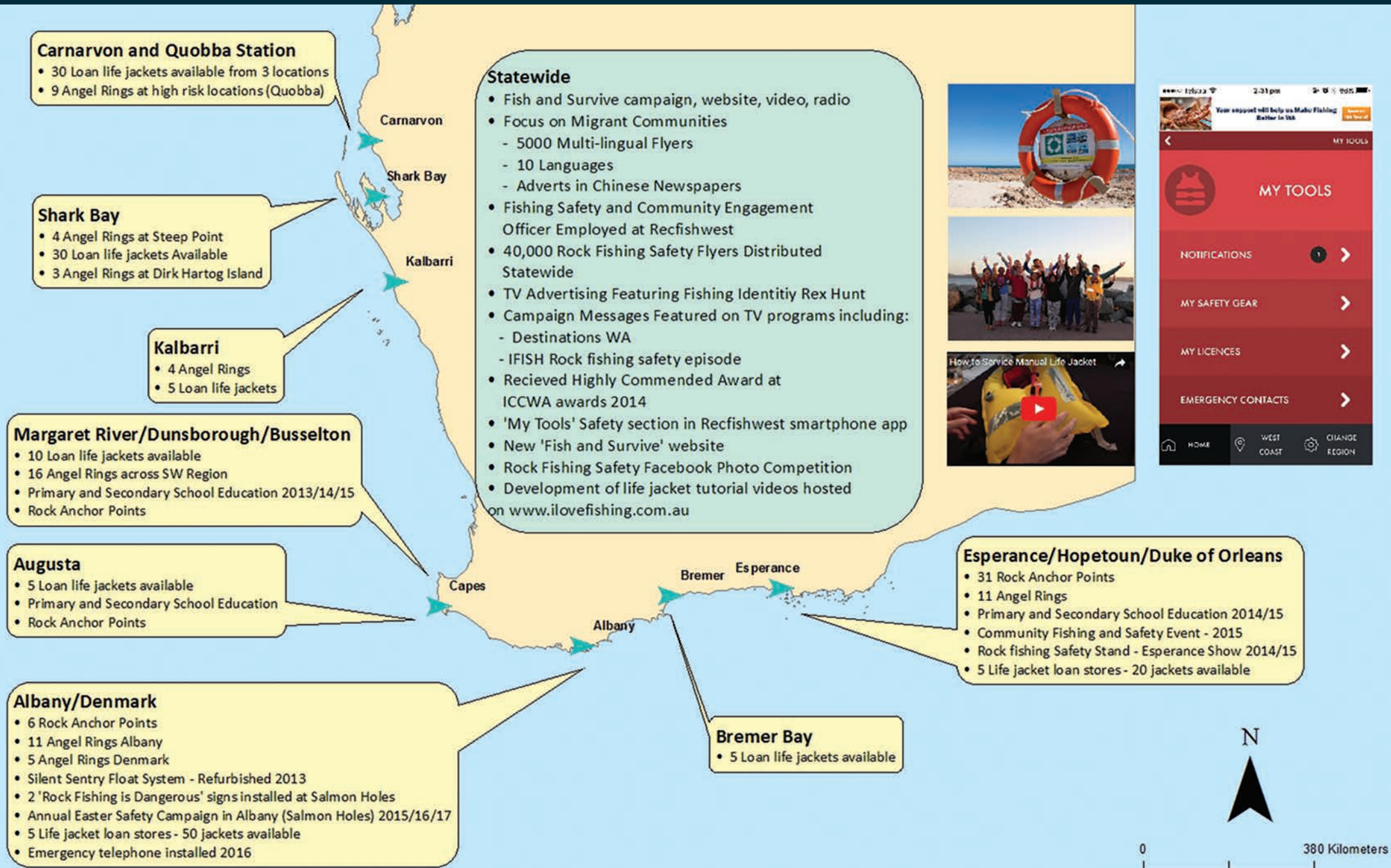
**50<sup>th</sup>** Angel Ring installed at high-risk rock fishing locations – including 30 new rings through the South West, Albany and at Quobba

**150** Free life jackets for loan at **22** statewide locations





# Statewide Fishing Safety Campaign 2014 - 2017







"If you're a fisher person you have to be a member of Recfishwest, as they are the peak body representing us here in WA. Join - you won't regret it."

Sharon Smith

"Get behind the guys who get behind us!"

Jordan Matthews



“We recognise the importance of people and communities and it's our commitment to protect, promote and develop sustainable, accessible, enjoyable and safe fishing for the **benefit of the community.**”

Fishing Development Officer **Matt Gillett**

**2,100**

Kids participated in Recfishwest SunSmart Fishing Clinics in 2016/17

**\$50,000**

Invested into Community Grants across 15 projects in 2016/17

**300+**

Kids and parents attended WA's first Gone Fishing Day

**3**

Years of Breast Cancer Care's Purple Fly Fishing Program

**Continued support for Fishability**

Helping fishers with disabilities enjoy great fishing experiences

**17**

Years of support and sponsorship from Healthway to deliver the SunSmart message statewide







“Fantastic job guys, keep up the good work.  
Really love the new reefs and the restocking, revegetation and  
oyster reef restoration keep it up. Need a hand, just ask.”

Christopher Robert Stickels





“Our commitment is to protect, promote and develop sustainable, accessible, enjoyable and safe fishing for the benefit of the community”

Recfishwest Chairman **Tim Bray**

For our full 2016/17 Annual Report, please visit [recfishwest.org.au](http://recfishwest.org.au)



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