

## Focus Areas



### LEADERSHIP

Our focus is entirely on helping to create and promote wonderful fishing experiences here in Western Australia – and we believe that there is nowhere better.

We are here for the long run and so we want to ensure that our destiny is in our own hands.

We will always strive to be worthy of the support we receive and always search for supporters who align with our purpose.

We will build our supporter base through trust – members, people who follow us online, commercial partners and backers to ensure we can do what is right.

## Strategic Objectives

1. We will stay close to our community to ensure we effectively represent its interests.
2. We will celebrate and tell our story more creatively than ever and speak out fearlessly on those things that matter.
3. Predictable success – all our energy will be dedicated to achieving results that are consistent with promoting and creating great fishing experiences.
4. Transparent top-shelf governance.
5. Financially secure – deliver against our commitments and develop new sustainable revenues.



### ABUNDANCE

We don't want fish to be just sustainable, we want them to be abundant.

Fishing is better when the fish are biting.

Abundant fish stocks are not only more resilient to the pressures of this modern world but they are also more likely to support a great fishing experience.

1. Change the paradigm and allow fishing to occur in a way that optimises the experience.
2. Recognise the true value of fish abundance to the rec sector, regional communities and tourism as a global industry and allocate the resource accordingly.



### CREATE

Humans do not tread lightly, but...

Science, driven by the right reasons, can create new fishing oases using recycled materials from an old world.

Waterways can be rejuvenated, species in decline can be boosted.

The enjoyment of fishing can be for all.

1. Invest in facilities that make fishing accessible to everyone in the community.
2. Reuse steel and concrete from no longer needed resource projects to create new environmentally safe habitats for fish.
3. Transition barren regional impoundments into fishing playgrounds.
4. Invest in fish production and our understanding of how to enhance wild fish populations to make them abundant.



### SAFETY

As great as fishing is, it is no good if you don't live to tell the tale.

We are directly responsible for ourselves and the people we have with us.

While a life jacket is important it should be your last line of defence not your first.

1. We will tirelessly promote amongst our community the need for safety to be part of every fishing experience.
2. Invest in safety innovation and infrastructure.
3. Be a low-cost supplier of high-quality safety equipment.
4. Model safe fishing experiences.