



Strategic Plan

Our Purpose Great fishing experiences for all in the WA community, forever.

Our Commitment To protect, promote and create sustainable, accessible, enjoyable and safe fishing for the benefit of the community.

Focus Areas



REPRESENTATION

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

We believe there is none better placed to protect the rights and interest of fishers and we recognise this as a primary role of Recfishwest.



LEADERSHIP

We will be recognised as a major stakeholder in aquatic ecosystem management - a trusted and effective organisation in the eyes of decision makers and other stakeholders.

We believe that credibility is best established through a willingness to act, leading by example and a demonstrated track-record of outcomes.

We will not wait for others or for perfect conditions to act when we know what needs to be done.



INVESTING IN ENHANCED FISHING EXPERIENCES

Well planned, practical, science backed stocking, habitat and access initiatives are playing a key role in enhancing fishing experiences and building resilience in the face of modern pressures.

We don't want fish to be just sustainable, we want them to be abundant – the fishing is better when the fish are biting. Species in decline can be boosted.

Creating new places to fish increases opportunity, complements traditional fisheries management and supports the productivity of natural systems.



BALANCING PARTICIPATION AND OPPORTUNITY

The challenge of balancing growth and sustainability is common in the management of natural resources.

We believe simply relying on current fisheries management is not sufficient in optimising the benefits that WA's aquatic resources can deliver to the fishing public.

We believe under current conditions created by COVID-19 fishing is more important than ever before.

Estuaries and nearshore waters are safe and accessible fishing locations, and we believe the importance of these places to the recreational sector is poorly recognised and fish abundance poorly protected.

Strategic Objectives

1. Top-shelf consultation and stakeholder governance to ensure involvement in decision-making and policy setting.
2. Develop strong and well-coordinated outreach programs across the State aligned to advocacy.
3. Better understand the rights and interests of fishers in order to improve representation.

1. Build enduring partnerships with stakeholders who we share common interests or challenges that require novel solutions.
2. Enhance co-management and the recognition of Recfishwest's role across Government departments given resource constraints.
3. Explore the opportunities for "big data" as it relates to recreational fishing and Recfishwest unique value proposition.

1. Deliver a WA recreational fishing development plan to meet the needs of our sector, is trusted, understood, relevant and comprehensive.
2. Increase the accessibility of land-based fishing through a focus on new fishing platforms.
3. Develop new inland fishing opportunities, particularly alternative species that complement trout.

1. Pursue resource allocation that delivers the appropriate level of resource shares required to optimise recfishing benefits.
2. Protect south coast estuarine fishing experiences.
3. Change the fisheries management paradigm and allow fishing to occur in a way that optimises the experience.
4. Ensure management of recreational fishing in the face of COVID is effective and appropriate.