

NEWS BULLETIN 11

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Released Fish Follow Up Survey

The Released Fish Survival awareness campaign ran throughout 2003 promoting best practices in releasing fish. Prior to the campaign a survey was undertaken in late 2002 to profile the attitudes and practices of recreational fishers.

After the completion of the campaign a Follow Up survey was undertaken in early 2004 to check if attitudes and practices had changed and to determine awareness of and the effectiveness of the campaign. Roy Morgan Research undertook both surveys.

The results of the Follow Up Survey are now available and can be downloaded from the website.

The Follow Up survey found that 59% of respondents were aware of the campaign with 36% recalling seeing the campaign television advertisements. It also found that 35% of all fishers had changed their practices as a result of the campaign. This is an important finding and supports promoting best practices as a front line approach in the National Strategy.

It also found that in relation to particular fishing practices there had been a positive change to most practices. Also awareness of some fish friendly gear had improved significantly. In the 2002 survey 62% of fishers did not know what a circle hook was and in 2004 this had dropped to 43%.

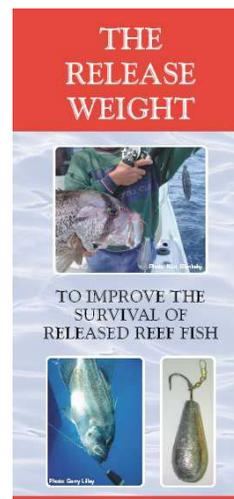


Release Weight brochure now available

For the past few years a project in WA has been examining the survival rate of reef fish species using a number of different release techniques.

One of those techniques involves the use of a release weight to return fish quickly to the bottom. Recapture rates of tagged fish released using this device have shown that the method works for a range of reef fish species. For some species, particularly WA dhufish, the device significantly improves survival.

A brochure is now available on how to obtain and use the release weight. Contact us at infofish@zbc.com.net or Andrew Rowland of Recfishwest at andrew@recfishwest.org.au for a copy of the brochure. Trade enquiries for the release weight can be made to Hills Mako Tackle in Bellevue WA on 08-9274-5255.



This email bulletin is to keep stakeholders up to date with what is happening in the National Strategy. Anyone with an interest in the subject can subscribe just by sending an email with "subscribe to Released Fish Survival News" to infofish@zbc.com.net or subscribe through the website at www.info-fish.net/releasefish.

This bulletin is produced by Infofish Services on behalf of the National Strategy for the Survival of Released Line Caught Fish



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