

## What are current attitudes and practices in Releasing Fish?

As part of the communications package for promoting best practices in releasing fish by recreational fishers a survey is being conducted to determine:

- current practices in releasing fish,
- current attitudes towards releasing fish,
- factors that would influence changes in practices.

During November 2002 a telephone survey will be undertaken by Roy Morgan Research to help answer these questions. The results should be available by the end of the year.

A total of 1,500 fishers will be selected randomly from around the country and interviewed to ensure a sample that will be valid at both the national and state level.

This survey will assist in designing and refining the messages to be delivered to recreational fishers in the national television advertising campaign and in the supporting information products.

The survey will also collect data on where recreational fishers get their information. This will also be used to assist in determining how information on releasing fish should be distributed to recreational fishers.

So if you get a telephone call in the next month asking you to take part in this survey then please spare 10 minutes of your time and respond.

For more information contact Bill Sawynok at [infofish@zbcom.net](mailto:infofish@zbcom.net) or Julian Pepperell at [pepj@austarnet.com.au](mailto:pepj@austarnet.com.au).

## Gently Does It!

From January 2003 the Gently Does It! television education campaign will go to air featuring Andrew Ettingshausen (ET).

ET will be getting the message across on best practices in releasing fish through a number of advertisements targeting such things as handling fish properly and hook types to use.

The campaign will run for 12 months on the channel 9/WIN network. In each market area it will run for 3 months followed by another 3 months as Community Service Announcements.

The advertisements will commence in metropolitan Brisbane in January and in regional Queensland and metropolitan Adelaide in February then progress through each market until national coverage has been achieved by the end of the year.

The television campaign will be supported by a website providing fact sheets that provide more detail on how to handle different species and deal with different causes of mortality. It will also provide access to the latest research material on releasing fish from around the world.

A best practices video and pamphlets will also be produced that will primarily targeted at tackle stores and fishing clubs.

Industry groups such as the Australian National Sportfishing Association, Australian Fishing Tackle Association and Recfish Australia and State Government fisheries agencies, through their National Fisheries Communicators Network, will all be assisting in getting the message out there about how to release fish properly.

For more information contact Bill Sawynok at [infofish@zbcom.net](mailto:infofish@zbcom.net).

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@zbcom.net](mailto:infofish@zbcom.net).