



# NEWS BULLETIN 5

29 January 2003

## Gently Does It! Underway.....

The national awareness campaign to promote best practices is underway with the commencement of television advertising in Brisbane at the end of January. The campaign will extend to regional Queensland in February and then to other market areas throughout Australia over the next 12 months.

The campaign will run for a minimum of 3 months in each market area and will comprise both a paid segment and a community service announcement segment. The advertisements are aimed at raising awareness of the need to handle fish that are to be released with care. The campaign will be on the Channel 9 and WIN networks.

To support the television campaign a Released Fish Survival website has been established. The website provides a range of fact sheets on all aspects of releasing fish including how to handle different species properly.

As well the website provides easy access to research information on the subject. The report "National Strategy for the Survival of Released Line-Caught Fish: A Review of Research and Fishery Information" by LJ McLeay, GK Jones and TM Ward is available for download from the site. This report summaries the status of research and outlines the directions for future research.

Log onto [www.info-fish.net/releasefish](http://www.info-fish.net/releasefish) and provide us with feedback on what you think. Also let us know if there are other aspects of releasing fish that need to be included.

A best practices pamphlet is currently being produced to support the television campaign. This will be made available to anglers through Australian Fishing Tackle Association tackle outlets, from the Australian National Sportfishing Association and to major fishing events where releasing fish is part of the competition.

A best practices video is also being produced and will be available later in the year. For more information contact Bill Sawynok at [infofish@zbc.com.net](mailto:infofish@zbc.com.net). Please feel free to provide any feedback on any aspects of the campaign. Feedback will help to refine communications and delivery.

## Roy Morgan Research goes fishing .....

As part of the strategy a national survey was carried out by Roy Morgan Research to assess the current releasing practices and their attitudes to releasing fish.

This survey obtained the views of fishers in all states, over the age of 14, to a range of questions that assessed current knowledge, practices and attitudes and what may influence them to change. The survey also obtained information on the methods by which fishers obtained information on fishing practices and how they preferred to obtain information. This will be used to better direct our communications to fishers.

The report is nearing completion and will be available from the website in the near future. For more information contact Julian Pepperell at [pepj@austarnet.com.au](mailto:pepj@austarnet.com.au).

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](mailto:infofish@zbc.com.net) or subscribe through the website at [www.info-fish.net/releasefish](http://www.info-fish.net/releasefish).