

# Victorian Recreational Fishing Tourism Strategy

2021



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### Acknowledgement

We acknowledge the Indigenous peoples of the lands, waters and communities we work together with. We pay our respect to their cultures; and to their Elders – past, present and emerging.

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# EXECUTIVE SUMMARY

The Victorian Recreational Fishing Tourism Strategy presents the way in which Victoria can position itself as one of the world's great recreational fishing destinations. This will lead to greater community benefit, not only from the economic outcomes generated by increased visitors and visitor spending, but through the increased fishing opportunities to Victorians and visitors alike.

Victoria has world class fisheries that are well managed and sustainably accessed for both commercial and recreational use. This strategy presents the background to why fishing is an important tourism asset for Victoria, and the strategic directions by which industry, government and the community can work together to achieve the goals. The goal of this strategy is:

*To be Australia's premier multi-species, multi-region fishing tourism destination that combines everything Victoria has to offer with outstanding fishing experiences.*

Fishing is a growing sport and recreational activity that can activate economic activity for destinations. Fishers are motivated by the chance to catch a fish, to spend time outdoors, the sport of catch and release, and by the comradery and fellowship gained between themselves and family.

Victoria currently has several Regional Tourism Boards (RTB) that effectively market and develop products within their regions. This strategy also aims to present the case for, and the recommendations under which, each RTB working collectively with councils and state government, prepare their destination so it is market ready and aligned to the needs of the fisher segments.

The 10 fishing destinations identified and focused on in the strategy do not necessarily match the RTB boundaries but are instead based on the fishing experiences and species on offer.

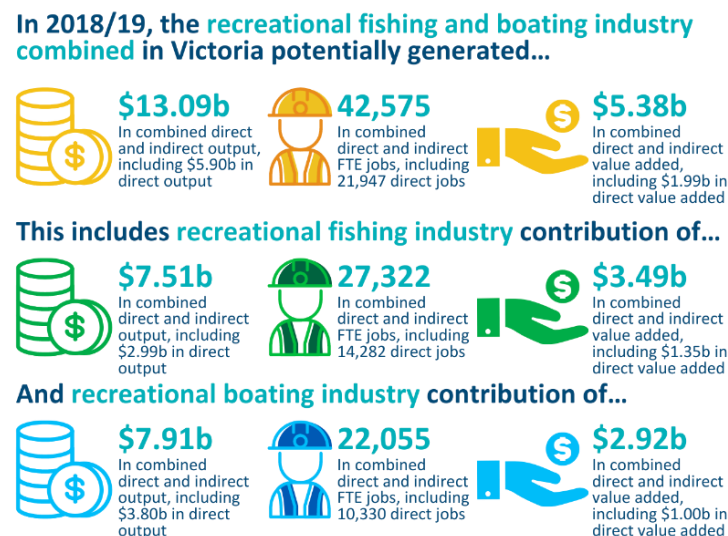


Underpinning the destinations are the sustainable fisheries. The Victorian Fisheries Authority (VFA) has sustainability as a core principle and uses a variety of policy and regulatory means by which it manages the fisheries. It is a core principle of this strategy.

The Victorian Government has also announced the delivery of *Target One Million Phase 2*. This policy aims to increase the number of people fishing over the course of the government's term. This strategy piggy backs on that policy with several actions and priority areas, one of which is events, and another the upgrade of boat ramps around the state.

The economic benefit from fishing is substantial. A review undertaken by the VFA and Better Boating Victoria (BBV) in 2020 is shown in Figure 1 below.

**Figure 1.** Economic Benefits of Boating and Fishing



Not all fishers are alike. To better define the actions and deliver the messages and infrastructure to the right people, the fishing markets have been defined in this strategy and summarised in Table 2.

**Table 1.** Summary of Fishing Markets

MARKET SEGMENT	BASIC ATTRIBUTES
<b>Novice Fisher</b>	This is the complete beginner market segment. They have fished when kids and not tried it again – or simply never fished before.
<b>Casual Fisher</b>	This segment has fished a few times and is keen to do some more – combined with other experiences on the holiday or weekend.
<b>Recreational Fisher</b>	This segment fishes regularly. They are keen to try new fishing spots and new species. They will travel occasionally for fishing trips and combine fishing with other experiences.
<b>Sports Fisher</b>	This segment is the keen fishers looking for specific experiences. They will dedicate their holiday to the experience and are happy to spend money achieving it.
<b>High Value Fisher</b>	This segment is seeking personalised luxury and want a high-end small-scale experience such as a personal guide and fishing lodge.

## THE STRATEGIC DIRECTIONS

### The Goal

The following Goal describes the intent and outcome from the strategy:

To be Australia's premier multi-species, multi-region fishing tourism destination that combines everything Victoria has to offer with outstanding fishing experiences.

STRATEGIC PRIORITIES	
Marketing and Promotion	Position Victoria as a premier recreational fishing tourism destination based on the diversity of the experiences on offer, and the linkages to the tourism experiences that exist. Promote fishing tourism through appropriate channels to the target markets.
Business and Product Development	Advocate for the development of businesses involved in fishing tourism. This includes taking an industry wide approach to coordination, marketing, visitor servicing and industry growth. Aligned to this, improve existing commercial products and introduce new market aligned products and services.
Infrastructure to Support Recreational Fishing	Expand the infrastructure development program to support easy access to recreational fishing for tourism and for community use. This includes basic items such as way-finding signs, boat ramps, fish cleaning tables, fishing platforms and infrastructure to support commercial operations.
Events	Review and re-align events through the development of a Fish Victoria events strategy to offer a strong incentive for people to try fishing, fish for new species in new locations, and to bring industry, government and consumers together.
Developing the Destinations	Each destination is discussed, and a range of recommendations are made on the destination readiness for the target markets.
Collaborate and Co-ordinate Effort	Improve the collaboration within industry and between government (tourism and fishing sectors), industry and consumers to deliver the positioning and actions in this strategy.



## TRIP ADVISOR REVIEW – A MEASURE OF SUCCESS

The following is a mock TripAdvisor Review – posted in February 2023. This is a measure of the success of the strategy.

### Murray camping and Cod Family adventure

*"I wouldn't have said I'd ever go on a fishing trip. Not specifically, anyway. I love the outdoors and family camping, but I last picked up a rod and reel 25 years ago as a kid. I have fond memories of standing on riverbanks with my Dad who tried to get us 'hooked' early on. I haven't been fishing since. The 'fishy' part of fishing I still find a bit icky, but memories of time spent with Dad (sadly now passed on) I cherish, and the riverbank aromas stick in my head with a decent dose of childhood nostalgia. My husband is an occasional angler – but I've never joined him, it usually being a 'mates' thing.*

*Anyway, after a road trip to Melbourne to visit family and friends, my husband, two kids (12 and 14) and I planned a slow journey back via the border country, specifically via Echuca and the Murray River. Our kids love camping and we'd heard that there were plenty of riverbank bush camps and safe water for the kids to swim in. That, plus we'd timed it perfectly for the Riverboats Music Festival and the line-up included the Waifs – love that band!*

*The magic of the internet and its algorithms must have picked up on a search for 'Murray River' and 'camp spots', because suddenly my Instagram feed, usually full of overseas travel, music and foodie pics, was being peppered with family camping images and fishing on the Murray.*

*It sparked all those family memories and I dug a little deeper, ending up at a Fishing Victoria website. I was surprised at how easy it was to find information guiding us to where the best fishing experiences were in the region and how they made it all so accessible – not like you had to be an experienced angler at all! There were links to local guides and where we could hire some rods and reels – given we didn't have any with us.*

*To stay, we found the Riverbend Caravan Park with all the trimmings (i.e. swimming pool, tennis courts and much to our kids' relief but not ours – WiFi). It is close enough to Echuca (20km) for the daily bakery and coffee run (and the festival), but far enough away to continue the family tradition of standing on a riverbank trying to teach kids how to have a good conversation while waiting for the – in this case – Murray Cod – to bite. Bonus: a winery and bar (Cape Horn Vineyard) is just up the road – we tested it out a few times – and a horse-riding operation Billabong Ranch, nearby that we booked a family ride in at. Funnily enough, the horse ride ended up at the vineyard.*

*The campsite owners were friendly and gave great advice about fishing spots on both the Murray and the Goulburn Rivers. We had four days up our sleeves to explore! With that in mind on our first run into Echuca we visited the Compleat Angler store to see if we could hire gear, and he sent us to a boat hire place where we hired a small tinny (apparently upstream of Echuca, it's easier to catch from a boat).*

*We hired a river guide for a half day to get us underway as we wanted to give ourselves a better chance of a decent catch (figuring if we are to keep the kids interested, a big Murray Cod might do the trick and for us adults – they are a great tasting fish!). Somehow, our family camping holiday had turned into a fishing safari!*

*Our catch after three days included a few carp and redfin and two Murray cod – not the 25kg+ monsters our guide boasted of, but we nabbed a 70cm beauty that then charred nicely on the BBQ at camp! (knowing through Fish Victoria that the slot size is there to protect the species and improve sustainable resource management). The catching part was great but my favourite memory is of the kids sitting around the campfire, smiling with fish-full bellies yabbering on about how the Cod put up an almighty battle – already learning the art of the anglers exaggeration. My dear old Dad would have been proud of his grandkids. And of me!*

*We finished off the family holiday by de-camping closer to Echuca (Discovery Holiday Park), ready for the Riverboat Music Festival. 'Camping' being lashing out on a fancy cabin for our final night. And yes, at the music festival my favourite band, the Waifs, played a favourite: 'Fisherman's Daughter' – highly appropriate." - Debbie Rogers, Sydney.*

# 1 Introduction

This strategy aims to maximise the economic return and social benefits from recreational fishing tourism in Victoria by taking an innovative approach to linking recreational fishing and the visitor economy.

## 1.1 THE NEED FOR A STRATEGY

Victoria has a range of strategies, policies and plans for the elements that contribute to Victoria's reputation as a destination that has a variety of first-class fishing experiences. In addition, Victoria has world-class, well managed and sustainable fisheries upon which to base increased visitor economy benefits. These include:

- Various fishery management plans
- Target One Million Fishing (phase one and two) policy
- A strong regional tourism sector that is promoted and developed by Regional Tourism Boards (RTBs) and Visit Victoria
- Destination Management Plans (in some regions) that articulate a region's positioning and goals for developing the visitor economy
- Market analysis and tourism industry experts in Visit Victoria as well as regionally located
- Stakeholders broadly aligned in the benefits of fishing in Victoria both for fishers and for the visitor economy, as well as the health and well-being benefits from fishing.

This strategy aims to provide the vision, goals and strategic priority areas for developing fishing as a key contributor of the Victorian visitor economy to not only encourage more people to fish more often, but also to encourage both inbound and intrastate visitor markets to fish in Victoria and stay longer.

Joining the visitor economy and the fishing sector is an important outcome of this strategy.

## 1.2 GUIDING PRINCIPLES

The guiding principles to be used in the development of the recreational fishing strategy for Victoria underpin the strategic directions and the actions. They are:

<b>SUSTAINABLE FISHERIES</b>	While seeking to promote access to Victorian fisheries, they are managed for current and future generations.
<b>INTEGRATED PLANNING AND MANAGEMENT</b>	This strategy will operate within government and the visitor economy but must integrate with a range of other economic development strategies, sector plans, fishery management plans, regional tourism plans such as Destination Management Plans, and state level Visit Victoria campaigns.
<b>HIGH QUALITY VISITOR EXPERIENCES</b>	Visitors are attracted to, and return for, high quality visitor experiences. This principle aims to underpin the recommendations made with high quality experiences.
<b>COMMUNITY AND ECONOMIC RETURN</b>	This strategy aims to deliver meaningful and lasting returns to communities, businesses and fishers as well as contributing to the health and well-being of Victorians and visitors alike.
<b>EQUALITY AND ACCESS</b>	The recommendations will encourage people from all walks of life and of all abilities to fish, enjoy regional Victoria and Melbourne and surrounds, participate in fishing while enjoying associated the visitor experiences on offer.







## 2 Background

Victoria's inland waters support healthy populations of trout and redfin, and native species such as golden perch, Murray cod and Australian bass. Our bays, inlets and oceans support productive recreational fisheries for snapper, King George whiting, flathead, bream, sharks, tuna and calamari.<sup>1</sup>

### 2.1 VICTORIAN VISITOR ECONOMY

Tourism expenditure accounts for a significant component of Victoria's GDP. Figure 2 provides a summary of Victoria's visitor economy performance results year ending March 2020. Please note however that these figures represent pre COVID-19 pandemic impacts.<sup>2</sup> The global pandemic will significantly alter Victoria's visitor economy to be reflected in later statistics.

In summary, Victoria's visitor economy was driven by domestic day visitors primarily emanating from Melbourne, and domestic overnight trips. Inbound international tourism in March was lower than previous periods due in part to the COVID-19 impacts on global travel.

Travel for the immediate future will be based on domestic interstate and intrastate travel with significant resources being put into the improvement in regional travel within Victoria for both Victorians and other states as COVID impacts allow.

**Figure 2.** Summary of Victoria's visitor economy performance



<sup>1</sup> <https://vfa.vic.gov.au/recreational-fishing>

<sup>2</sup>

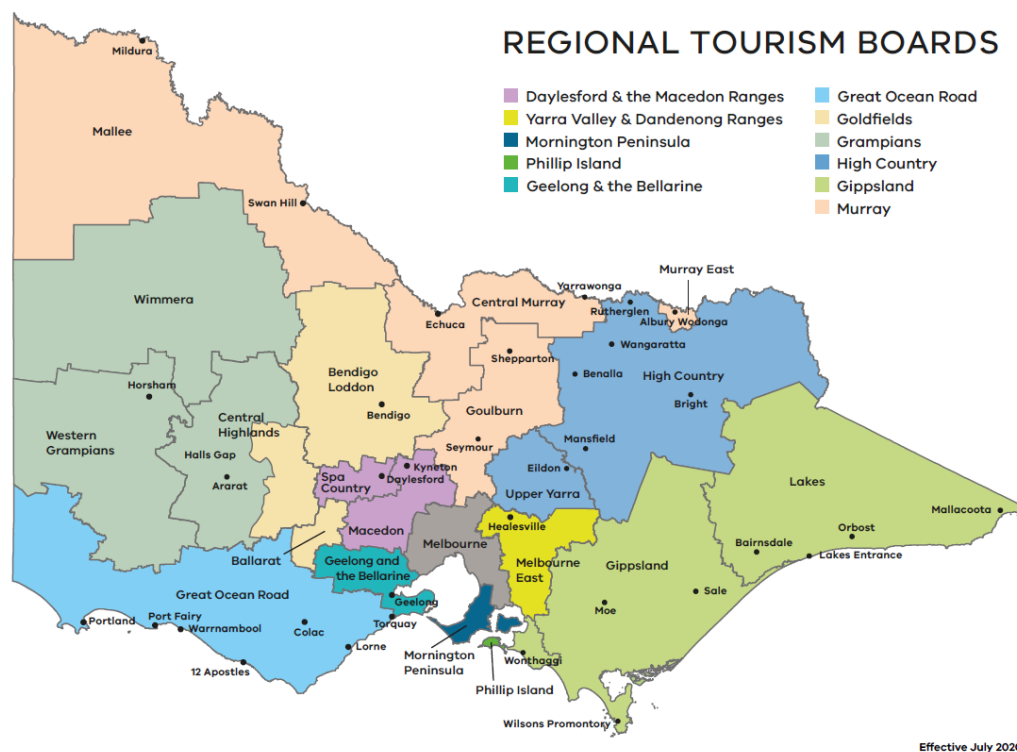
[https://www.business.vic.gov.au/\\_\\_data/assets/pdf\\_file/0008/1942946/Victorias\\_Visitor\\_Economy\\_performance\\_results\\_year\\_ending\\_June\\_2020.pdf](https://www.business.vic.gov.au/__data/assets/pdf_file/0008/1942946/Victorias_Visitor_Economy_performance_results_year_ending_June_2020.pdf)



## 2.2 VICTORIA'S TOURISM REGIONS

Victoria has a strong network of Regional Tourism Boards (RTBs) governed independently but strongly aligned to Visit Victoria as a shareholder. These RTBs are accountable, for among other things, marketing the regions, product development, industry development and working with industry and government on visitor servicing. Victoria's regional tourism board areas are shown in Figure 3.

**Figure 3.** Victoria's Tourism Regions<sup>3</sup>



<sup>3</sup> [https://www.business.vic.gov.au/data/assets/pdf\\_file/0008/1615562/Victorias\\_Tourism\\_Regions\\_map\\_2017.pdf](https://www.business.vic.gov.au/data/assets/pdf_file/0008/1615562/Victorias_Tourism_Regions_map_2017.pdf)

4

[https://www.business.vic.gov.au/data/assets/pdf\\_file/0007/1865167/Victorias\\_Visitor\\_Economy\\_performance\\_results\\_-\\_year\\_ending\\_March\\_2020.pdf](https://www.business.vic.gov.au/data/assets/pdf_file/0007/1865167/Victorias_Visitor_Economy_performance_results_-_year_ending_March_2020.pdf)

The tourism spend in Victoria's regions to the year ending March 2020 is shown in Figure 4 below.

**Figure 4.** Tourism Spend in Victoria's Tourism Regions<sup>4</sup>

1. Murray	\$1.6B
2. Great Ocean Road	\$1.6B
3. Goldfields	\$1.3B
4. Mornington Peninsula	\$1.3B
5. Victoria's High Country	\$1.2B
6. Gippsland	\$1.2B
7. Geelong and the Bellarine	\$1.1B
8. Yarra Valley & Dandenong Ranges	\$863M
9. Grampians	\$592M
10. Daylesford & the Macedon Ranges	\$552M
11. Phillip Island	\$528M

Throughout Victoria – the spending in experiences provides an important background element to this strategy. The data shows the importance of nature-based experiences. Fishing is considered to align strongly with this category.

**Figure 5.** Spending in Victoria on Experiences<sup>5</sup>

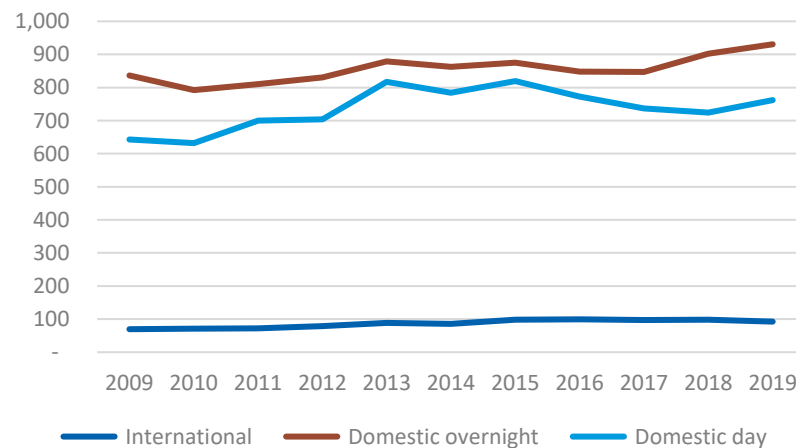


<sup>5</sup> [https://www.business.vic.gov.au/data/assets/pdf\\_file/0004/1865164/Visitor-Experiences-in-Victoria-year-ending-December-2019.pdf](https://www.business.vic.gov.au/data/assets/pdf_file/0004/1865164/Visitor-Experiences-in-Victoria-year-ending-December-2019.pdf)

## 2.3 CURRENT FISHING TOURISM PERFORMANCE IN VICTORIA

Tourism Research Australia (TRA) collects data on fishing as a visitor activity through the National and International Visitor Surveys. Using 4-year averages for those who undertook fishing as an activity (for international visitors, fishing is anywhere in Australia for visitors who visited Victoria), the following two figures (Figures 6 and 7) provide evidence that fishing is of growing importance to visitor numbers and length of stay.

**Figure 6.** Victoria – Fishing Visitors ('000)



Domestic Overnight Fishing Visitors have increased by +11% over the last 10 years showing an increase most years, though notably there was a drop of -3% over the last year (4-year averages). There has been an increase in the number of female visitors undertaking fishing while on holidays (+7%), whilst the number of males fishing increased at a higher rate (+13%) over the last ten years.

### Who are the domestic fishing visitors?

In the year ending Dec 2019 (4-year average), most travellers were from intrastate Victoria, with smaller numbers from NSW and QLD. If travellers were from other states, the TRA have deemed the numbers non-publishable due to insufficient sample size. Of these, 79% are travelling for a holiday, 17% are visiting friends and relatives.

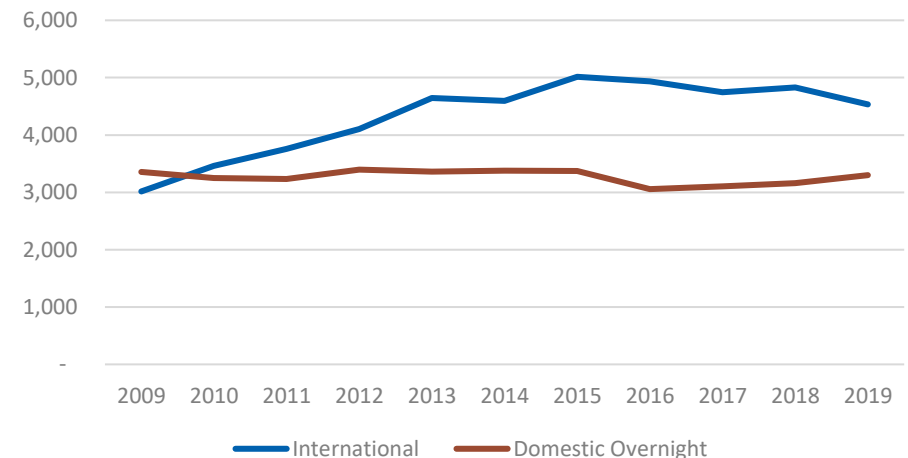
Fishing visitors mostly stay at caravan parks or campgrounds (48%), followed by staying at friends and relatives (24%), with the remainder staying at hotels/motels, rented houses/units or at their own property.

The majority are male (67%) and ages are spread fairly evenly: 15-24yrs (17%), 25-34yrs (19%), 35-44yrs (23%), 45-54yrs (19%), 55-64yrs (13%), 65+yrs (9%).

Domestic Day Fishing Visitors have increased by 18% over the last 10 years, rising after a decrease in numbers between 2015-16 (4-year averages). The Gippsland – Upper Yarra and Peninsula - Phillip Island regions were the most popular areas for domestic day visitors.

Domestic Overnight Visitors nights have not increased over the ten-year period from 2009 to 2019 (4-year averages). The most popular fishing regions in 2019 were Lakes (Gippsland), Peninsula - Phillip Island, Great Ocean Road and High Country - Murray East.

**Figure 7.** Fishing Visitor Nights ('000)





## Victoria's current fishing charter services

There are 11 fishing charter tours listed on the Visit Victoria website and most companies run several tour options. They are from the following regions: Geelong/Bellarine (3), Gippsland (1), Great Ocean Road (1), High Country (1), Melbourne (1) and Mornington Peninsula (4).

TripAdvisor lists 5 fishing charter and tour companies in Victoria, on the Mornington Peninsula (4) and High Country (1), all with 4.5 and 5-star reviews.

## 2.4 TARGET ONE MILLION

Fishing represents a significant recreational activity undertaken for large numbers of the Victorian and Australian population. The Victorian Government has recognised this and targeted further increases in recreational fishing through the 'Target One Million' initiative, now in its second phase<sup>6</sup>.

The program aims to get more people fishing more often and includes elements such as:

- Phasing out the commercial fishing in the Gippsland Lakes to provide increased recreational angling opportunities
- Constructing a new native fish hatchery at Shepparton focused on warm water species such as Murray Cod and Golden Perch
- Increase fish stocking annually to 10 million fish by 2022
- Allowing anglers to use boats and kayaks on waters previously closed or partially closed
- Stocking King Prawns into Lake Tyers
- Investing \$1.5 million for a new café on Bullock Island in partnership with the Lakes Entrance Fishermen's Co-Operative Society (LEFCO)
- Installing new fishing platforms in three locations
- Installing fish cleaning tables and upgrading three older units
- Improving habitat in Port Phillip Bay (Melbourne) including investing \$2.5 million in reef development
- Advocating for the Southern Blue Fin Tuna fishery to be protected from cuts to bag limits
- Releasing more native fish into Melbourne suburban lakes including lakes that have previously been unstocked
- Introducing a new 'Fishing for All' program to get more people into fishing including \$200,000 into the VicKids Program
- Investing to develop a recreational fishing tourism strategy with a focus on events, and marketing regions with specific species (this strategy).

In addition, boating commitments have been made to ensure that fishers and boaters have access to the bays and waterways of Victoria free of charge from boat ramp fees, with improved infrastructure and better governance. Better Boating Victoria will deliver the boating commitments and ensure that revenue received from Recreational Boating is allocated to improving boating infrastructure including boat ramp upgrades.

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<sup>6</sup> [Vfa.vic.gov.au/recreational-fishing/targetonemillion2#](https://vfa.vic.gov.au/recreational-fishing/targetonemillion2#)

## 2.5 THE ECONOMIC VALUE OF FISHING AND BOATING IN VICTORIA

A study to estimate the economic value of fishing and boating in Victoria has recently been completed.<sup>7</sup>

The findings are summarised:

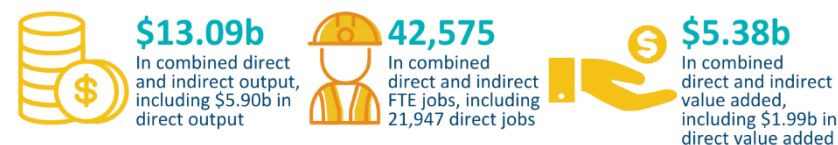
- In 2018/19, 1,113,506 Victorian residents (juniors and adults) participated in recreational fishing across Victoria. These fishers made 6.8 million recreational fishing trips across Victoria, with almost half of these trips occurring in regional areas. An estimated \$338 was spent per fisher on each trip. The majority of spend on each trip was on food, accommodation, and transport in Victoria
- In 2018/19, 696,072 adult Victorian residents participated in recreational boating across Victoria. These individuals made 6.4 million recreational boating trips across Victoria, with over half of these trips occurring in regional areas. An estimated \$531 was spent per boater on each trip, including annual expenditure
- The recreational fishing and boating industry generated a combined estimated \$13.09 billion direct and indirect output, \$5.38 billion in direct and indirect value added, and 42,575 direct and indirect full-time equivalent jobs (FTE) to Victoria in 2018/19
- Over the next 20 years recreational fishing and boating in Victoria is projected to generate \$169.56 billion combined direct and indirect output, \$69.77 billion combined direct and indirect value added and an annual average of 50,448 combined direct and indirect FTE jobs.

According to the VFA, recreational fishing is one of the most popular recreational pursuits in Victoria, with participation increasing year on year. In 2015, it was estimated that 838,119 adult residents recreationally fished in Victoria.

The findings are also summarised in Figure 8 below.

**Figure 8.** Fishing and Boating Economic Impacts in Victoria

**In 2018/19, the recreational fishing and boating industry combined in Victoria potentially generated...**



**This includes recreational fishing industry contribution of...**



**And recreational boating industry contribution of...**



The survey identified the issues that are preventing Victorians from participating in recreational fishing more often and the actions that would motivate people to spend more time recreationally fishing. Most respondents reported that no issues prevented them from going recreational fishing and they fish as much as they want to. However, lack of time and being too far from a fishing location were the top two issues preventing people from fishing more. This was followed by recreational fishing being considered too expensive. Most respondents noted that no specific actions would motivate them to fish more and they fish as much as they want to. Improved facilities and improved access are the top two actions that would motivate some people to recreationally fish more often. These matters are addressed in the strategy in later sections.

<sup>7</sup> Ernst & Young - Victorian Fisheries Authority and Better Boating Victoria, May 2020





### 3 Victorian Fishing Destinations

Aligning the fishing opportunities in Victoria by species and by location allows the development of not only overarching Victorian recommendations, but also more targeted recommendations by region (including by RTB) and by the proposed visitor markets. The 10 destinations are summarised in the following table and each is presented with the corresponding opportunity in the strategy Appendices.

**Table 2.** Fishing Destination Summary

DESTINATION		DESTINATION LOCATION	DESTINATION SPECIES
1	<b>West Coast Blue Barrels</b>	West Coast of Victoria including Portland, Warrnambool and Port Fairy. Other locations include Glenelg and Hopkins River.	Southern Blue Fin Tuna Blue Eye and Kingfish
2	<b>The Burnanga Trail (Yorta Yorta)</b>	The Lower Goulburn and Ovens Rivers including the Victorian side of the Murray, and Nagambie, Shepparton and Wangaratta.	Murray Cod and Redfin
3	<b>Lake Eildon Cod Mecca</b>	Lake Eildon including the Eildon Pondage.	Murray Cod, Trout and Redfin
4	<b>The Australian Bass Trail</b>	Lakes and Rivers of Gippsland including Blue Rock and Lake Glenmaggie as well as the iconic Snowy River.	Australian Bass
5	<b>Gippsland Lakes, Lake Tyers and Lakes Entrance, Mallacoota Inlet</b>	The Lake and estuary system of Gippsland including the 90 Mile Beach, Lakes Entrance through to Mallacoota Inlet including Lake Tyers.	Swordfish offshore and Black Bream, Dusky Flathead, Whiting in the estuary system
6	<b>Victoria's High Country</b>	Throughout the High-Country including Mansfield, Bright, Falls Creek, Omeo, Mitta Mitta and Dartmouth.	Trout, with some cod and other species
7	<b>Sunset country North West Victoria</b>	Along the Murray River inclusive of Mildura, Swan Hill and Echuca.	Murray Cod, Yellow Belly
8	<b>South West Trophy Lakes and Grampians</b>	The SW Victorian Lake system including lakes Purrumbete, Bullen Merri, Bolac, Rocklands, Wartook, Bellfield, Lonsdale, Fyans, and others.	Chinook Salmon, Murray Cod (Rocklands) and Yellow Belly
9	<b>Central Highlands Fishing Trail</b>	New fishing opportunities in Upper Coliban Reservoir, Loddon and Campaspe Rivers, Bendigo, Ballarat, and other locations in the Central west.	Stocked native species including Golden Perch
10	<b>Melbourne's Port Phillip Bay</b>	Melbourne's premier fishing recreational fishing location including piers and jetties and boat fishing on the Bay.	Flathead, Snapper, Whiting and Calamari and shark species offshore.







## 4 Directions in Fishing Tourism

The world is changing at a rapid pace. The COVID-19 global pandemic combined with ongoing climate change, increases in the world's population and technology advances require a different lens through which the visitor economy is seen.

### 4.1 FISHERIES MANAGEMENT IN VICTORIA

The VFA has a well-articulated strategy<sup>8</sup> for the organisation that recognises the importance of sustainable and healthy fisheries for Victoria. The plan sets out four strategic priority areas:

- Sustainable and healthy fisheries
- Social and economic prosperity
- Effective and innovative authority
- Strong and collaborative relationships.

These pillars align strongly with the intent of this strategy.

### 4.2 GLOBAL TOURISM TRENDS

Just prior to COVID-19 unfolding, the trends in global tourism were emerging and likely to accelerate with time.<sup>9</sup>

TRENDS IN GLOBAL TOURISM	
<b>A growing appetite for travel</b>	Growth in travel continued to increase (to the end of 2019), although in some areas that growth was built on shorter stays. The growth in travel was also accompanied by a growth in spending across both short and long breaks.
<b>Convenience Booking</b>	A survey conducted by STR in 2019 showed that 69% of respondents indicated that convenience was a major consideration when making a booking. Technology has created seamless booking experiences for intending travellers in addition to up to the minute research and peer to peer reviews.
<b>Experiential Tourism</b>	Consumers generally are seeking out enriching and authentic experiences. This includes experiencing new cultures and places as well as new experiences that can be curated.
<b>Affordable Luxury</b>	Consumers world-wide have increased their appetite for affordable luxury. This includes options like glamping, food and wine and other elements that also help create experiences for the world's growing middle-class.
<b>Personalisation in Travel</b>	Intending travellers generally want experiences and holiday itineraries tailored to their own needs and to travel at their own pace.
<b>Responsible Tourism</b>	The growing conscience of travellers aligns to the growing issues in the world of climate change, environmental pressures, and economic and community impacts

<sup>8</sup> Victorian Fisheries Authority (VFA) Strategic Plan 2019 - 2024

<sup>9</sup> STR – 6 Tourism Trends.



### 4.3 IMPACTS OF COVID-19 ON THE VISITOR ECONOMY

The global outlook for tourism is highly uncertain.<sup>10</sup> Full recovery of the sector, particularly for inbound tourism to long haul destinations such as Australia, may be some years away and will be very dependent on effective cures or vaccinations being available world-wide.

Trends emerging in the sector as a result of the pandemic have been described by numerous sources including the OECD.<sup>11</sup> Initial implications, which are strongly aligned with the themes presented in the previous section include:

GLOBAL TOURISM TRENDS EMERGING POST COVID	
<b>Sustainability</b>	May become more important as a choice for travellers with natural areas and open space including local destinations driving the recovery – with shorter travel helping the environmental impact of tourism.
<b>Domestic Tourism</b>	Travellers will prefer local travel in addition to restrictions imposed by governments for health reasons preventing travel to longer haul destinations.
<b>Traveller Confidence</b>	Many prospective travellers may lack confidence in the ability for a destination to provide safe and healthy choices reducing demand.
<b>Safety and Hygiene</b>	These are obvious issues for destinations and businesses to reassure travellers that the locations have a safety plan in place, and that crowds and other likely COVID-19 vectors are minimised.
<b>Changes in Tourism Supply</b>	Not all businesses will survive the challenges imposed through the changes to demand with supply likely to fall in the short to medium term.
<b>Skill Shortages</b>	Some destinations may face skill and workforce supply constraints as the workers seek other opportunities and as the workforce potentially changes from a casualised one to one more focussed.
<b>Reduced Investment</b>	Likely from the private sector as uncertainty constrains risk appetites leaving stimulus in the sector up to government.
<b>Digitalisation</b>	Acceleration of digital transformation of many businesses including those in the travel sector (i.e., airlines) will continue to grow rapidly.
<b>Tourism Policy</b>	Will need to adapt to the changing circumstances by being more flexible with crisis management being a focus of policy and business.

### 4.4 GLOBAL FISHING TOURISM DIRECTIONS

The evidence points to a demand for high quality experiential nature-based tourism. Future development of fishing experiences and services must fit within this set of strategic directions that are prevalent throughout the industry and more broadly, globally.<sup>12</sup> While relatively un-studied, this sector in many respects is no different to other specialist sectors in the market.

Many of the services are provided directly to fishers. To expand the markets, the strategic objective must be to get more people fishing, and to expand the experience of fishing to non-fishers. This may include elements such as swimming with fish, fish viewing and services more easily accessed including information, booking systems, customer service and industry standards.

Current trends can be described at three levels:<sup>13</sup>

- consumer level trends
- industry level trends
- business level trends.

Table 3 provides some of these that are considered relevant for the Victorian jurisdiction.

<sup>10</sup> OECD.ORG

<sup>11</sup> [Oecd.org/coronavirus/policy-responses/rebuilding-tourism-for-the-future-covid-19-policy-responses-and-recovery-bced9859/](https://oecd.org/coronavirus/policy-responses/rebuilding-tourism-for-the-future-covid-19-policy-responses-and-recovery-bced9859/)

<sup>12</sup> Global Challenges in Recreational Fisheries – International Fisheries Tourism 2008

<sup>13</sup> Tourism and Nature – Key market trends and important implications for SMEs by the European Tourism Futures Institute

**Table 3.** Current Trends in the Fishing Tourism Sector

CONSUMER LEVEL	INDUSTRY LEVEL	BUSINESS LEVEL
<ul style="list-style-type: none"> <li>• Generally, highly informed and well researched into the opportunity</li> <li>• Fear of missing out</li> <li>• Chance to catch a fish or species that cannot be caught elsewhere</li> <li>• Fishing is not the only purpose of the trip – being with friends, and in nature are important</li> <li>• Fishing generally aligns with the movement towards food provenance and local food</li> <li>• Fishing also marries well with a sense of adventure and rawness</li> </ul>	<ul style="list-style-type: none"> <li>• Better equipment including boats and sounders, rods and reels has helped people catch fish</li> <li>• Fishing media has driven an interest in fishing markets and fishing travel</li> <li>• Fisheries management includes stocking and conservation of species and management of habitat</li> <li>• Variety of fishing offers within a region is important</li> <li>• Niche offerings are growing including joining a fisherman on their boat and sourcing direct to you seafood</li> <li>• Merging of professional fishing interests with those of recreational fishing tourism</li> <li>• Animal welfare issues continue to be raised and must be addressed</li> </ul>	<ul style="list-style-type: none"> <li>• Business needs to offer a variety of boat-based tours such as a 1-hour trip, a half day trip or a full day trip</li> <li>• Packaging of tours, accommodation, travel, and other services similar to the general tourism industry is important</li> <li>• Packaging multiple species on fishing tours</li> <li>• Combining fishing tours with similar experiences including food and beverage, restaurants, catch and eat etc.</li> <li>• Volunteer tourism is growing – assisting with fish management and habitat management</li> <li>• Combinations for the experienced angler including unique locations, services and high-end accommodation</li> <li>• Working as an industry rather than as solo businesses will grow the size and scale of the opportunity</li> </ul>





## 5 Fishing Tourism Markets

Segmenting the broad market is a tool that is used across sectors to understand in a more sophisticated way the preferences and demand drivers for consumers. Fishers are not all a homogenous group but rather a collection of user types which display different characteristics and needs. Understanding the market segments of visitors to Victoria, their personas and then applying that to the fishing markets provides insights and techniques that are valuable to increasing yield and numbers of fishers and more generally the flow on benefits from increased regional tourism in Victoria.

### 5.1 INBOUND TOURISM – VICTORIA

83% of overnight visitation to regional Victoria is from the intrastate market. 61% of this is Melburnians.<sup>14</sup> Despite this, 55% of Melburnians have not travelled to regional Victoria in the last 12 months.<sup>15</sup> There is further untapped potential in this market.

Some regions receive higher levels of visitation from other regional Victorian areas or regional interstate hubs. This is considered a secondary market to support distant regions.

3.7m interstate leisure trips were made to Melbourne in the last year. The majority are short break trips, primarily through air travel and with Melbourne as the only stopover. 69% of those trips come from cities, of which Sydney is the largest.

Of the 30% of trips from regional Australia, over half are from regional NSW, with this considered an ever increasingly important market for both Melbourne and regional Victoria.<sup>16</sup>

Visit Victoria has a preference for attracting the ‘Lifestyle Leader’ to Melbourne and regional Victoria.

Attributes of the Lifestyle Leader:

- They are over 30% of the broader market
- Affluent Australians of which 60% reside in Victoria and NSW
- More than 50% are married and professionals
- More likely to be socially aware and young optimists
- They like to stay active when travelling
- They generally like culture and nature
- They are busy and success is important to them
- More likely to travel within Australia for short and long trips than the average Australian.

In order to be most effective with its marketing, Visit Victoria has identified a number of specific target groups in the Lifestyle Leader category in the intrastate or “drive” market.

These are related to key ‘jobs to be done’ for the visitor economy, and highlight market strengths for further opportunities, or market weaknesses to be mitigated or improved. The target groups are:

- Younger Melburnians who have not travelled to regional Victoria in the last 12 months, and need convincing of the appeal of the offer in the regions
- Older Melburnians who have great memories and experiences travelling into regional Victoria, and can be encouraged to take additional trips, or stay longer
- New Melburnians who are not sure of what experiences are available in regional Victoria
- Newer categories that have become increasingly important since the COVID-19 lockdown include young professionals living in regional Victoria, and families living in the border towns of Victoria.

This strategy is not solely about regional Victoria, with Melbourne having substantial fishing tourism.

<sup>14</sup> Tourism Research Australia, National Visitor Survey, International Visitor Survey, Regional Expenditure Model. Year ending December 2019.

<sup>15</sup> Roy Morgan Research, Holiday Tracking Survey, Year Ending December 2019.

<sup>16</sup> Tourism Research Australia, National Visitor Survey, International Visitor Survey, Regional Expenditure Model. Year ending December 2019.

## 5.2 FISHING MARKETS

The Victorian Government is seeking to increase the number of fishers in Victoria. Target One Million is a strong example of a policy aimed at increasing fisher numbers.

The fisher markets have been segmented for the purposes of this strategy.

### SPORT FISHER

**The sport fisher is generally a person willing to travel and pay for the experience of chasing larger pre-determined species and think of themselves as the pinnacle of the fishing market.**

#### CHARACTERISTICS

- This segment represents those people likely to travel to destinations chasing specific fishing experiences
- They will generally travel with their own equipment which will be high quality and expensive. Gear and tackle shops are a bonus
- They are predominantly males.

#### EXPERIENCES SOUGHT

- Targeting species that offer game fishing and 'hero' moments including 'trophy' fish (fish that may be released but are 'Insta' worthy)
- They will be prepared to pay for the experience (i.e., Tuna, Marlin, shark, Sword Fish)
- Accommodation preferences and other experiences may be aligned to the prime purpose of fishing
- Events and competitions are important to this market.

#### COMMUNICATION PREFERENCES

- They will generally seek out experiences through fishing circles
- They will travel far and wide to get the experience they are after
- They communicate through trade and through channels direct to them including gear shops, fishing mags, and operators
- Social media and word of mouth are important
- Watching fishing TV shows and other expert forums.

#### ECONOMIC CONSIDERATIONS

- This segment is important for destinations with sports fishing such as The West Coast Blue Barrels, The Bass Trail and the Burnanga Trail and should be the target in these destinations
- This market segment is also important for the SW Trophy Lakes (as an emerging market), the Gippsland Lakes chasing offshore species such as swordfish in Bass Strait, and Murray Cod in the Eildon Cod Mecca
- Commercial operators should aim to actively target this segment through their preferred channels and provide the niche experiences they seek.



## RECREATIONAL FISHER

**The Recreational Fisher represents a sizeable part of the fishing market. Generally keen fishers who enjoy getting out and fishing (among other activities), and who will generally travel in a family group or as a part of a group of friends.**

### CHARACTERISTICS

- The Rec Fisher is a person who will go fishing every now and then. They are keen, but fishing is a component of their recreational activity – not the prime driver
- They may go away for a week – and fish for a couple of days – taking in other things
- May include families but also groups of men (and sometimes women) or couples
- Equipment is generally owned but they may need gear shops to get the right bait, advice and top up their equipment.

### EXPERIENCES SOUGHT

- They will be happy to go for bigger fish – but generally a fish will do
- Catch and release is an option but generally after keeping enough for a meal
- They will seek out a range of accommodation and services but may not be dedicated to fishing – i.e., they may take a charter or travel independently
- They will look to a destination for holidays for fishing and for the range of experiences on offer including outdoors, dining, camping, golf etc.

### COMMUNICATION PREFERENCES

- This group will research based on a variety of sources including RTB websites, Fish Victoria website (to be considered) etc.
- Word of Mouth can be important
- Social Media fishing reports are important.

### ECONOMIC CONSIDERATIONS

- This segment forms the bulk of the sector that adds economic outcomes to fishing destinations through their combined potential numbers and desire to catch a fish
- The potential economic outcomes from this segment are available to all 10 destinations
- Gear shops and guides can access the benefits of this group through targeted services at the desire to catch a fish
- Destination marketing to this segment with packages including fishing time/experiences will deliver economic benefits to the region (i.e., time for fishing including boat rental).

## CASUAL FISHER

The casual fisher represents a market segment that are unlikely to go fishing often, but will do so for the lifestyle, and for the experience while on holidays – to get away from their work and relax in nature.

### CHARACTERISTICS

- The casual fisher is a person who will go fishing once on a weekend or holiday away. It is not the prime driver of their holiday
- The experience may need to be curated as they may not have the equipment or knowledge
- Piers and jetties are important spots for this segment to fish from
- Gear shops and commercial operators are important to help this group enjoy fishing, as are bait supplies targeted to the fishing experience.

### EXPERIENCES SOUGHT

- Generally, after an introductory experience – and to catch a fish
- It may be a family with kids who are keen to try fishing for the kid's sake
- They have a range of accommodation preferences – from camping through to 4-star hotels
- Cafés and restaurants nearby are important for travelling partners and other group members who may not be fishing
- Generally, this segment is after an easy to find fishing location, willing to sacrifice the chances of getting a large fish, for ease or comfort.

### COMMUNICATION PREFERENCES

- Will plan a holiday based on other information and may seek to go fishing as part of the trip
- The Fish Victoria proposed website (see recommendation M1) will be important
- Travel decisions will be based on campaigns, deals, and other trade and industry channels – fishing may be an add on to the holiday, or if camping, something they chose to have a go at.

### ECONOMIC CONSIDERATIONS

- This segment is important to all destinations, but some may need to make it easier for this group to fish to get the full economic benefit (i.e., Bass Trail and West Coast Blue Barrels)
- Rental equipment, guiding, hire of boats, gear shops all provide assistance to this market segment
- Spending on gear will be minimal at first and it needs to be made easy for them – they will learn and move into the recreational segment if made to feel confident and comfortable.



## NOVICE FISHER

The novice fisher is a segment of the market that has not fished before. They may need some encouragement or have friends to go with that lean more to the recreational fishing segment. They enjoy the lifestyle and will try new experiences while on holiday.

### CHARACTERISTICS

- This group have not fished before (or maybe as a kid and not since)
- It may be mum or dad taking their children fishing for the first time
- This group may have fished in the past, but it may be the first time in a destination fishing for a particular species – i.e., Murray Cod.

### EXPERIENCES SOUGHT

- Fishing events and other forms of 'safe places to learn' are required – or charter operators who take care of all the 'messy bits like baiting hooks'
- Fishing is not a driver of their choices, but an add on
- Gear shops and curated assistance is required
- Learn to fish and fishing equipment packages are helpful.

### COMMUNICATION PREFERENCES

- Fishing is generally an add on
- How to fish – this is an important piece of knowledge for this group.

### ECONOMIC CONSIDERATIONS

- They are important for the economic generation of the new recreational and sports market segments
- Events and learn to fish campaigns targeted at this segment will provide economic benefits to equipment sales and family stays
- All fishing destinations with perhaps the exception of the Australian Bass Trail could benefit from seeking this market and providing the basic information, services and products to get this segment fishing more often and for longer.

## HIGH VALUE FISHER

**The high value fisher represents a small niche market but a high value one. They seek experiences, luxury and high quality. The experiences need to be personalised.**

### CHARACTERISTICS

**The High Value fisher may fit into two categories:**

- High value couple seeking exclusive luxury experiences of which fishing is a component
- Group travelers (friends - predominately male) seeking an exclusive fishing experience to lure prized species. May fit into the 'sports fisher' or recreational category
- May look to repeat as an annual 'friends fishing getaway' led by professional fishing experts with the best equipment.

### EXPERIENCES SOUGHT

- The HV couple are generally seeking an all-inclusive exclusive and remote luxury experience, incorporating a range of activities including fishing, dining featuring 'catch of the day', local produce and immersion in cultural and natural activities
- The fishing travel group will be seeking predominately unique, bragworthy fishing experiences, including target fish species, Heli-fishing, mother ships, remote and exclusive fishing locations that cannot be accessed by 'just anyone'. They will pay for this level of exclusivity purely for attracting elusive fish species.

### COMMUNICATION PREFERENCES

- The HV fisher will seek experiences via social media platforms, travel agency promotion and Tourism Australia's Signature Experience program. They may not be well-experienced fishers so are joining the all-inclusive experience for guided fishing support
- The fishing travel group will be inspired by word of mouth (social shares), fishing / 4WD / camping expos with dedicated fishing tour operators promoting experience

### ECONOMIC CONSIDERATIONS

- Victoria lacks facilities and services to attract this market segment, despite the fisheries offering strong opportunity. High yielding but niche services in the High Country, Burnanga Trail Gippsland Lakes and Eildon Cod Mecca could all provide a significant economic boost through high value add services including accommodation, guiding, food and beverage and tours.





## 6 The Strategy

### 6.1 THE GOAL

To be Australia's premier multi-species, multi-region fishing tourism destination that combines everything Victoria has to offer with outstanding fishing experiences.

### 6.2 THE STRATEGIC PRIORITIES

#### **PRIORITY 1. Marketing and Promotion**

Position Victoria as a premier recreational fishing tourism destination based on the diversity of the experiences on offer, and the linkages to the tourism experiences that exist. Promote fishing tourism through appropriate channels to the target markets.

#### **PRIORITY 2. Business Development**

Advocate for the development of businesses involved in fishing tourism. This includes taking an industry wide approach to coordination, marketing, visitor servicing and industry growth. Aligned to this, improve existing commercial products and advocate for the introduction of new market aligned products and services.

#### **PRIORITY 3. Infrastructure to Support Recreational Fishing Tourism**

Expand the infrastructure development program to support easy access to recreational fishing for tourism and for community use. This includes basic items such as way-finding signs, boat ramps, fish cleaning tables, fishing platforms and infrastructure to support commercial operations.

#### **PRIORITY 4. Events**

Review and re-align events through the development of a Fish Victoria events strategy to offer a strong incentive for people to try fishing, fish for new species in new locations, and to bring together industry, government and consumers.

#### **PRIORITY 5. Destination Readiness**

Each destination is discussed, and a range of recommendations are made on the destination readiness for the target markets. A description is provided of the opportunities (summary level) and the actions required to make the destination ready for increased tourism based on a combination of fishing and linked experiences.

Access to fishing locations is important.

#### **PRIORITY 6. Collaborate and Co-ordinate Effort**

Improve the collaboration within industry and between government (tourism and fishing sectors), industry and consumers to deliver the positioning and actions in this strategy.

## PRIORITY 1 - Marketing and Promotion

Marketing is fundamental to raising the awareness and leveraging outcomes from the opportunities Victoria has in the recreational fishing tourism sector.

The objectives for marketing are:

**Existing Markets** – strengthen the appeal of the range of fishing destinations to existing markets to:

- Extend length of stay
- Encourage repeat visitation
- Encourage fishers to bring friends and family
- Encourage existing markets to try other fishing destinations
- Increase participation in other activities within the destination
- Increase regional dispersal to different fishing destinations
- Encourage increased spend per visit through purchasing add on experiences
- delivered through commercial operators.

**New Markets** – focus on those markets with the greatest propensity to grow the visitor economy:

- Grow the market for fishing
- Increase visitor numbers to different destinations
- Increase visitation during non-peak periods
- Increase yield through encouraging family and friends to come and to do
- different activities.

The most critical element of this strategic priority is the development of a place of truth for the consumer to find information about how and where to fish. Without it, you can entice someone to fish somewhere that looks exciting or rewarding (in a social post or advertisement) but you are not giving them the tools to make it happen or delivering on the outcome of getting them to stay longer and do more.

There is a fundamental gap in the delivery of fishing information, with no point of comprehensive information about how and where to fish in Victoria.

Ideally, a website – with the suggested URL *fishvictoria.com.au* – should be established. This will contain motivational content about why fishers should come to Victoria to fish, and how to achieve the best possible results, as well as providing basic information to encourage new fishers to engage in the activity.

Each of the destinations will feature strongly through linked pages. Aligning these destination pages with their own positioning and providing more details on how and where to fish etc will be important.

[www.lconic4wd.com.au](http://www.lconic4wd.com.au) provides a good example. The landing page provides the motivation, and the information is delivered through links (See Figure 8 below) to individual drives. Each of the individual destination pages links to further regional information – providing a clean and relatively maintenance free information source.

Developing the model landing page and the destination pages provides the core of the marketing priority.

It will then be critical to develop a marketing strategy and plan aimed at promoting recreational fishing in Victoria, which will drive people to the website via social media, campaign activity, media coverage, visiting journalist and familiarisation programs and events.

Linking of the fishing and tourism products for the region should then be established and can be built upon in further campaigns.

Marketing of Victoria as a fishing destination will be further enhanced through collaboration such as:

- partnership marketing campaigns between Visit Victoria, RTBs, and private sector tourism operators
- leveraging relevant campaigns that are already in market such as Tourism Australia’s ‘Great Fishing Adventures of Australia’ collective, and individual destination campaigns.

For all markets, it is important to provide inspirational and accessible content, images and videos to view and share on popular digital platforms (specific to the target audience). This will be critical for promotion and growing advocacy, especially among the outdoors and nature-based markets. The VFA must consider an audit of its current motivational marketing assets and commission content creation to fill any gaps and establish a plan to share these assets with partners who can amplify the fishing messaging.

An example of a motivational element for the novice and casual fishing markets would include developing a passport or similar that aims to motivate people (specifically converting children to fishing) to catch a fish in every destination and targeted to a species would aim to have them spend more time in the regional destinations.

IMAGE 1 LANDING PAGE – ICONIC 4WD ADVENTURES IN VICTORIA. [WWW.ICON4WD.COM.AU](http://WWW.ICON4WD.COM.AU)



- Elements of this strategy can be used as lead stories for media as a way of informing and generating interest among stakeholders. These may include:
- The strategy being developed and endorsed by government and the recreational fishing industry and peak stakeholder groups
  - The goal of Victoria becoming Australia’s premier multi-species, multi-region fishing tourism destination that combines everything Victoria has to offer with outstanding fishing experiences.
  - The establishment of the 10 Fishing Destinations and the species they are based on
  - Collaboration with industry to grow the commercial charter sector and to improve its linkages with the tourism sector
  - The continued improvement of infrastructure to support the various fishing market segments
  - The development of an exciting new events strategy that will deliver fishing events across the State.

ACTIONS	
M1	Develop the central point of truth, <a href="http://www.fishvictoria.com.au">www.fishvictoria.com.au</a> , as a channel that delivers critical information to consumers and fishing market segments on a state-wide and destination basis (note the name for the URL would need to be researched and optimised). Supplement this with an App that includes geofencing to notify users of opportunities near their current location.
M2	Develop a marketing strategy and for recreational fishing and promote recreational fishing opportunities and benefits of fishing in Victoria. The campaign should be built around ‘Fish Victoria’ and link recreational fishing and visitor experiences in Victoria. The campaign should utilise social media, media familiarisations, edms events, etc.
M3	Improve visitor information related to fishing on <a href="http://www.visitvictoria.com">www.visitvictoria.com</a> and undertake an image and video audit, include content creation and sharing and other relatively low-cost programs than immediately improve the awareness and linkage of fishing in Victoria with destinations’ strengths and positioning.



## PRIORITY 2 - Business and Product Development

This priority focusses on the commercial sector attached to recreational fishing tourism.

To grow the value of the recreational fishing tourism sector, it is imperative for consumers to have choice in how they participate in the diverse fishing options in Victoria. For particular market segments such as the high value fisher and the novice fisher, the option to choose commercial operators to either completely, or partially, meet their experience needs may be critical in getting them involved with fishing. Commercial operations also provide a high yield to the economy of a region through employment and flow through increases in regional spending.

Business development in the commercial tour operator sector will involve not just increasing the number of suitable operators, but ensuring the sector has a strong visitor/customer focus in all the elements of the business operations including:

- customer service
- ease of booking through trade or direct to consumers through websites and phone booking
- packaging with other operators that might include transport services to and from the jetty, accommodation, food, and beverage service etc.
- good information on seasonality, weather etc.

These elements can be delivered by one of the existing business development programs on offer through the Victorian Government, or through an industry association.

The opportunity also needs to be explained to consumers in plain language – what is it you will catch, how to cook and eat it if you wish, what is the benefit of fishing here and with the commercial operator.

Some fishing operators at times do not participate in local tourism and regional tourism campaigns and industry associations. Encouraging them to work together not only as an industry segment, but also as part of the broader tourism industry will help with their operations, their service standards.

The industry currently predominantly targets the recreational and sports fishing markets. To grow the sector collectively, it needs to work together and support the adoption of a set of standards as an industry sector that deliver value, service and work collaboratively to continually improve itself for the benefit of customers. This will lead to increasing the number of customers from different fishing tourism market segments and provide an increase in yield to the industry and operators.

An industry segment that offers diversity in experiences across Victoria based on the 10 destinations, in addition to the development of its business models and visitor servicing, will help with the positioning and growth opportunities. This includes the development of niche products and services that may target one or more of the market segments. For example, Victoria has very few businesses targeting the high value fishing market in a similar way to New Zealand does with the 'lodge' style private guided fishing and high-quality servicing and packaging that often includes restaurant quality meals, 4-to-5-star accommodation in a natural setting and full-service transport options to and from the operation.

Several locations in Victoria would benefit from new investment in this style of accommodation, including the High Country, The Burnanga Trail, The Gippsland Lakes and potentially the West Coast Blue Barrels. Businesses skilled in guiding fishing expeditions should be encouraged across the High Value market segment target locations.

Bait and tackle shops and other sectors in the fishing industry offer a strong presence but as with the charter services, often seek to service only some of the markets available to them in the recreational fishing tourism sector.

Tourism Australia operate a portal through the *Signature Experiences of Australia* program. The operators in this program are predominantly independently owned fishing tourism operators that have come together to raise the profile of Australia as a world class fishing destination. Only one Victorian operator is in this program. Victoria would ideally have more operators in this program that seeks to provide a business to business and trade portal to inbound operators, retail sales and wholesalers.

ACTIONS	
BD1	Engage with the industry (fishing tourism broadly) including fishing industry leaders, to develop a shared understanding of the opportunities that industry and government jointly foresee and understand existing barriers (if any).
BD2	Work with the Regional Tourism Boards (RTBs) to develop an understanding of the recreational fishing tourism opportunities within Victoria, and within their region. The opportunities will be different for each region but collectively will help deliver the positioning of Victoria.
BD3	Develop (in partnership with industry) a business forum for industry and government that may include elements such as industry development, customer service, marketing, promotion and other components aimed at continuing to develop the commercial fishing tourism sector.
BD4	Advocate for the development of new product that serves to target the high value and sports fisher market segments as areas with the highest potential market opportunity. Destinations likely to be targeted include the Burnanga Trail, The High Country, The Gippsland Lakes and the West Coast Blue Barrels.
BD5	Work with industry to develop a Fishing Charter Code of Conduct that aims to grow the level of service to visitors, and the yield and size of the overall market for this sector.



IMAGE 2 COMMERCIAL RECREATIONAL FISHING TOUR OPERATOR AT MORNINGTON PIER. SOURCE TRC TOURISM

### PRIORITY 3 - Infrastructure for Recreational Fishing Tourism

This priority focusses on the infrastructure that is required to support recreational fishing tourism in Victoria. It provides direction and actions at a state level and at a regional (top 10 fishing regions – see page 9 earlier in this strategy) level. Specifically, the infrastructure is aimed at improving the access to fishing, the quality of the experience, and the needs of the target markets.

While most infrastructure is regional in nature, themes have emerged during the development of this strategy that warrant a broader response.

#### Signs and Wayfinding

Signs are important for visitors and residents alike. They provide a sense of welcome and reassurance that the directions and location of a destination or place are suitable to fish and visit, that the regulations are clearly known to the users and similarly what the user or visitor can do as opposed to cannot do.

Boat ramps often must have approval from multiple land managers and Councils due to the nature of land management in coastal and estuarine areas. Each agency has their own risk statements and sign requirements. This can lead to multiple warning signs which not only lose their effect on the intended visitor, detract from the visitor experience. Developing a common set of risk signs for all land managers so that one set of signs can be applied irrespective of the land manager would reduce signs significantly. This has successfully been done in coastal areas with coastal risk signs being applied universally across jurisdictions.

While this strategy recognises the issues attached to keeping signs up to date, and in good order, in addition to having a well-considered sign strategy, the current outcome is one where regulatory signs overwhelm visitors and very little other information including welcoming and what people can do, is provided. It also detracts from the visitor experience. Fishing locations have traditionally been known to locals or passed on through word of mouth. Directional signs to locations considered important to each region are also required for those visitors who may require assistance or are new to an area.

A strong sense of welcome and using visual mediums as a sense of welcome and encouragement must be designed into the new signs to be rolled out as part of this strategy.



IMAGE 3 FISHING TOURISM SIGNS – CAMPASPE RIVER. SOURCE TRC TOURISM



IMAGE 5 REGULATORY SIGNS ON THE LOWER OVENS RIVER. SOURCE TRC TOURISM



IMAGE 4 CONSISTENT VICTORIAN COASTAL RISK SIGNS. SOURCE TRC TOURISM



## Boat Ramps

The Victorian Government has created Better Boating Victoria (BBV). While BBV does not manage land, it provides the state-wide program for re-investing boating licence fees into better facilities. This includes the upgrade of boat ramps across Victoria.

While most boat ramps are used by fishers, it is important that BBV ensures that plans and programs contain the necessary actions to deliver on the intent and outcomes of this strategy.

It is also recognised that while many of the smaller boat ramps will not fall within the broader state-wide upgrades being planned, regular maintenance and small investment in things such as gravel or concrete access paths, jetties, and trailer parking can improve the user experience significantly and open the area to new markets.



IMAGE 6 BOAT RAMP AT WARNNAMBOOL. SOURCE TRC TOURISM

## Fishing Infrastructure

The novice and casual fisher person market segments generally benefit from supporting infrastructure that can make the experience as enjoyable as possible. This may include such things as fishing platforms beside rivers or lakes, rod holders on jetties and platforms, seats and fish cleaning tables.

It is acknowledged that this requires the support of land management agencies and where applicable Councils.

Other facilities that add to the experience, particularly for the novice and casual fisher markets, include picnic facilities, toilets, tables and even playgrounds as this fishing segment may often be travelling with family members and younger children (they may be fishing as well).



IMAGE 7 WELL MAINTAINED PICNIC AND BOAT RAMP FACILITIES NEAR SWAN HILL. SOURCE TRC TOURISM

Fish cleaning tables installed at high use locations only can also add to the sense that fishing is welcome and encouraged and the support services required are in place. These should be considered in high use locations where the volume of users will support the investment. The strategy also aims to have land managers and LGAs work together on issues including rubbish management and the provision of toilets.

Picnic tables and a sense of a parklike atmosphere that is well maintained also add to the experience on offer. Signs and other virtual wayfinding to help people find these facilities helps.



IMAGE 8 PORTLAND FISH CLEANING TABLES. SOURCE TRC TOURISM

## Accommodation

If Victoria is to capitalise on the economic benefits of attracting more fishers to stay longer in the destinations, advocating for a range of suitable accommodation options is important. This will range from camping on Crown Land River frontages through to the provision of niche accommodation for the high value fishing markets.

ACTIONS	
I1	In conjunction with the state's major land managers, develop a consistent set of inland waterways signs with the objective of reducing the need for every agency to have their own – and implement throughout the life of this strategy through an MOU.
I2	Develop consistent 'Fish Victoria' welcome signs and install at popular access points that are likely to be used by fishing markets and in promotions.
I3	In partnership with BBV, develop a series of major boat ramp upgrades aligned to key fishing and boating locations throughout Victoria.
I4	Investigate options to help fund minor boat ramp upgrades throughout Victoria that maintain access to destination fisheries.
I5	Work with land management agencies and Councils throughout Victoria to develop a joint understanding of the importance of presentation and minor facilities such as picnic tables for visitors fishing.
I6	Throughout the life of this strategy, continue to install minor infrastructure such as fish cleaning tables and fishing platforms at locations likely to be fished by the markets that use them.



## PRIORITY 4 - Events

Events are a key plank in most destination's plans and activities. Victoria uses events particularly well across the state and through the government's event strategy operated by Visit Victoria.

The VFA currently runs events targeting several core markets around the state. These events include:

- Hooked on Portland
- Hooked on Lakes
- Apollo Bay Seafood Festival (in conjunction with Seafood Industry Victoria (SIV))
- Codference in Shepparton, and
- Talk Wild Trout.

The VFA also run a series of smaller events focussed on children fishing and celebrating lakes etc.

The larger events at the regional destinations are proving to be successful in attracting existing fishers, but they are mainly local or happen to be there on holidays. The events could be refocussed to the markets and aligned to the destination and the core tourism experiences.

It is also acknowledged that events can be expensive to run.

Partnering with industry including tackle stores, accommodation providers, RTBs and state government agencies including BBV, Marine Safety Vic and destination specific partners will also help both offset costs and increase potential visitor numbers and income.

This strategy provides actions regarding marketing and promotion. Events should also align strongly to the positioning of Victoria and the region in which they are being held.

A new events strategy for the VFA in partnership with VV and the RTBs should:

- Align with the positioning of fishing tourism in Victoria and 'Fish Victoria'
- Seek to make fishing accessible to Novice and Casual fishing markets
- Seek partners in the events including industry and government
- Target the market segments
- Align to the fishing destinations and species likely to be caught within them and align to the timing of the fishing opportunities in each destination
- Be held in each destination, with Melbourne being held at a major event such as the Victorian Boat Show or the Camping and Fishing Outdoor shows (or both)
- Include support for proven successful events such as Hooked on Lakes, Mallacoota Wild Harvest Festival, Conference and Go Fish Nagambie.

### ACTIONS

- |    |  |
|----|--|
| E1 | Undertake the development of a new 'Fish Victoria' Events Strategy to develop fishing and economic outcomes with the target markets, destinations and overall positioning of Victoria. |
|----|--|



IMAGE 9 HOOKED ON LAKES EVENT – 2020. SOURCE TRC TOURISM



## PRIORITY 5 - Destination Readiness

This strategic priority describes the opportunity for each of the 10 destinations in Victoria. When implemented in combination with the recommendations and directions at a state-wide level, the actions will both position Victoria, and additionally ensure the destinations are aligned and able to capitalise on the opportunities.

The detailed directions for each destination are included in the Appendices. The level of details and opportunity applied to each being substantial.

Improved access to fishing locations is strongly encouraged. This includes the implementation of the recent Government commitment to allow recreational anglers access to crown land river frontages.

Signs, wayfinding and a possible App (see Priority 3 – Infrastructure) are also critical to enabling the fishing visitor to find the locations and to spend more time fishing more often.

Individual actions are in the detailed action plan contained in Section 7 of this strategy.

A summary of the destinations and the opportunities is provided in the table below.

**Table 4.** Destination Opportunities

DESTINATION	CURRENT	OPPORTUNITY
1. Blue Barrels	<ul style="list-style-type: none"> <li>Some charter boat services are based in Portland due to it having the best harbour.</li> <li>Port Fairy and Warrnambool offer good experiences for visitors.</li> </ul>	<ul style="list-style-type: none"> <li>Improved commercial opportunities that are aligned to new markets, operate to a very high standard and that work within the visitor economy to help drive the positioning of the region and grow fishing.</li> <li>Improving infrastructure such as long vehicle parking will be important.</li> </ul>
2. The Burnanga Trail	<ul style="list-style-type: none"> <li>Current stocking of cod and other native species in the Ovens and Goulburn Rivers, as well as other tourism experiences on offer position this destination well.</li> <li>Current facilities, signage and infrastructure are aimed at local and recreational fishers.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for a high-quality accommodation and fishing lodge/camp on the Goulburn aimed at the High Value fisher. The VFA native fish hatchery near Shepparton may form part of the opportunity.</li> <li>Improving boat launching, signs and other basic facilities aimed at making fishing more accessible to the novice and casual fishing markets.</li> </ul>
3. Lake Eildon Cod Mecca	<ul style="list-style-type: none"> <li>Stocking of the lake by the VFA over the years has produced a world class cod fishery. Accommodation, services and infrastructure for fishing to grow substantially have not kept up with the fishery opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>Supporting the outcomes of the Master Plan and its actions and outcomes will assist with the development of the visitor economy based on the Lake, fishing and other outdoor activities, matched with quality accommodation and food and beverage.</li> </ul>

DESTINATION	CURRENT	OPPORTUNITY
	<ul style="list-style-type: none"> <li>The Shires of Mansfield, Murrindindi and Tourism NE have recently prepared a Master Plan for the Lake which describes game changer projects. If they succeed, the higher value fishing and tourism markets will follow.</li> </ul>	<ul style="list-style-type: none"> <li>Advocating for the provision of commercial services on Lake Eildon to capitalise on the cod fishery.</li> </ul>
4. The Australian Bass Trail	<ul style="list-style-type: none"> <li>Australian Bass are targeted by the sports and recreational fisher markets.</li> <li>Gippsland boasts lakes and rivers capable of supporting a growing fishery and opportunity. Current facilities are broadly suitable with Lake Glenmaggie requiring amenity improvements.</li> </ul>	<ul style="list-style-type: none"> <li>With the VFA continuing to stock Bass, a targeted marketing campaign to attract more sports and recreational fishing markets and have them stay to experience everything else Gippsland has.</li> <li>Events targeting Bass and other species in Gippsland would aid in the realisation of the economic outcomes possible.</li> </ul>
5. Gippsland Lakes, Lake Tyers, Lakes Entrance and Mallacoota	<ul style="list-style-type: none"> <li>The recent Destination Mgt Plan targets fishing as an opportunity to be pursued aligning with the intent of this strategy. Fishing villages and the coast from the 90 Mile Beach to Mallacoota are important.</li> <li>Facilities in the Lakes and Mallacoota are generally good with Mallacoota recovering from the 2020 fires.</li> </ul>	<ul style="list-style-type: none"> <li>Aligning the intent of the DMP with this strategy offers good opportunities for growth. Revised events in Gippsland with other packaged experiences based on the lakes, rivers and beaches of Gippsland will offer commercial growth.</li> <li>Accommodation in and around the Lakes can be improved.</li> </ul>
6. Victoria's High Country	<ul style="list-style-type: none"> <li>NE Victoria positions itself strongly and fishing is aligned to that. Trout are an elusive species that are attractive to all fishing market segments. Stocking of some accessible lakes provides further opportunity for activation.</li> <li>A master plan development process is beginning for the Prosecco Road with accommodation to be a key feature of this.</li> </ul>	<ul style="list-style-type: none"> <li>Improved and aligned events to capture the positioning of NE Victoria will help drive visitation.</li> <li>Basic infrastructure could be improved, including signs. Activation of the stocking of smaller lakes aimed at novice and casual fisher markets will provide growth.</li> <li>A more active and aligned commercial sector will help drive growth in newer fishers and allow packaging with other tourism experiences and services.</li> </ul>
7. Sunset Country	<ul style="list-style-type: none"> <li>Predominantly the Murray River with some lakes and off river systems available for fishing. The riverbanks and lake edges provide good fishing access although some ramps need improvement.</li> <li>Little fishing information is available for the region.</li> </ul>	<ul style="list-style-type: none"> <li>The opportunities in this destination are mainly around activating the opportunity through events, marketing, information and the provision add on experiences such as Aboriginal story telling/involvement and accommodation opportunities.</li> </ul>

DESTINATION	CURRENT	OPPORTUNITY
8. South West Trophy Lakes	<ul style="list-style-type: none"> <li>The freshwater lake of the central south and western areas of Victoria hold species that are targeted by sports and recreational fishers.</li> <li>Shore and bank fishing is limited in most cases due to private land.</li> </ul>	<ul style="list-style-type: none"> <li>Create a branding and marketing strategy for the destination to highlight the species and opportunities on offer.</li> <li>Halls Gap and Camperdown can form the basis of accommodation for the region.</li> <li>Improve information on the destination.</li> </ul>
9. Central West Kayak Lakes	<ul style="list-style-type: none"> <li>Newly accessible fisheries in Lake Coliban and other areas of the central west provide areas for growth in tourism opportunity. Rivers including the Campaspe and Loddon Rivers are underutilised for fishing and access improvements will help.</li> </ul>	<ul style="list-style-type: none"> <li>Creating a brand for the fishing destination and aligning it with the region's other tourism drawcards will help grow the visitor economy.</li> <li>Some product development including walks and trails (including kayak trails) will provide more experiences on and beside water.</li> <li>Improved commercial services including kayak hire and fishing equipment rental will help novice and casual fisher markets.</li> </ul>
10. Melbourne	<ul style="list-style-type: none"> <li>Port Phillip Bay sits on the edge of Melbourne and offers outstanding fishing and boating.</li> <li>Commercial services aimed at attracting newer markets are not well publicised or organised.</li> <li>Most fishing activity is driven towards residents and locals. Packaging fishing with nature and food and wine and other pillars for Melbourne does not exist.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to invest in infrastructure to support fishing including boat ramps and fish cleaning tables.</li> <li>Continuing to grow the commercial sector's alignment with great visitor experience and packaging with accommodation and other services will attract further visitors to fishing and have them potentially stay longer.</li> </ul>



## PRIORITY 6 - Collaboration

Collaboration is the key to success when considering how to implement a sectoral strategy such as this noting that it also cuts across multiple destinations, with many land managers, RTBs and private business interests.

A list of some of those organisations with interests or potential accountabilities is shown in the table below:

**Table 5.** Table of organisations involved with fishing tourism

ACRONYM(S)	ORGANISATION(S)	ACCOUNTABILITY(S)
VV	Visit Victoria	Developing and implementing state-wide marketing plans and other strategies for the visitor economy in Victoria. Includes developing the event strategy for Victoria and product development.
VFA	Victorian Fisheries Authority	Manage fish stocks and regulate fishing across Victoria.
PV	Parks Victoria	The state's protected area land manager and manager of many of the areas in which fishing occurs.
DELWP	Department of Environment Land Water and Planning	State government central agency for environment and land management policy and manager of Crown Land and State Forest.
LGAs	Councils	This strategy covers many Councils with some having greater accountabilities and benefits than others. Generally, manage some facilities including signs.
RTBs	Regional Tourism Boards	Established as independent boards but funded and aligned to state government tourism plans and policy.
Future Fish	Future Fish Foundation	A non-profit charitable organisation dedicated to protecting and enhancing recreational fishing in Victoria.
VR Fish	VR Fish	The peak body representing the voice of the recreational fisher in Victoria

Bringing together the parties involved with this opportunity is an important step. VV and VFA are recommended to lead the 'socialising' of the plan and its recommendations and potential benefits to Victoria through the appropriate mechanisms. This may include but not be limited to:

- Meeting of RTB CEOs
- Developing a land manager forum as it relates to fishing
- Developing a steering committee that meets regularly to oversee implementation and overcome any blockages that may occur
- Engaging with industry including guides, tackle shops, and commercial operators in one forum.

ACTIONS	
C1	Build ownership and understanding with organisations that have a role in the implementation of this strategy through engagement.
C2	Develop an ongoing forum for the discussion and evolution of the implementation of the actions contained in this strategy in addition to measuring the benefits (where possible) of the strategy implementation.







## 7 Action Plan

The following actions are taken from the strategic priorities and shown with suggested accountabilities and priority.

**Table 6.** Action Plan for the Victorian Recreational Fishing Tourism Strategy

STRATEGIC PRIORITY	ACTION NUMBER	ACTION	PRIORITY	PARTNER AGENCIES
Marketing	<b>M1</b>	Develop the central point of truth, <a href="http://www.fishvictoria.com.au">www.fishvictoria.com.au</a> , as a channel that delivers critical information to consumers and fishing market segments on a state-wide and destination basis. (note the name for the URL would need to be researched and optimised). Supplement this with an App that includes geofencing to notify users of opportunities near their current location.	Very High	VFA
	<b>M2</b>	Develop a marketing strategy and plan aimed at delivering the goals of this priority and promote the recreational fishing opportunities in Victoria. The campaign should be built around 'Fish Victoria' and link recreational fishing and visitor experiences in Victoria. The campaign should utilise social media, media familiarisations, edms events, etc.	Very High	VV, VFA
	<b>M3</b>	Improve visitor information related to fishing on <a href="http://www.visitvictoria.com">www.visitvictoria.com</a> including undertaking an image and video audit, include content creation and sharing and other relatively low-cost programs than immediately improve the awareness and linkage of fishing in Victoria with destinations' strengths and positioning.	Very High	VV, VFA
Business Development	<b>BD1</b>	Engage with the industry (fishing tourism broadly) including fishing industry leaders, to develop a shared understanding of the opportunities that industry and government jointly foresee, and understand existing barriers (if any).	High	VFA
	<b>BD2</b>	Work with the Regional Tourism Boards (RTBs) to develop an understanding of the recreational fishing tourism opportunities within Victoria, and within their region. The opportunities will be different for each region but collectively will help deliver the positioning of Victoria.	High	VV
	<b>BD3</b>	Develop (in partnership with industry) a business forum for industry and government that may include elements such as industry development, customer service, marketing, promotion and other components aimed at continuing to develop the commercial fishing tourism sector.	High	VV / DJPR and VFA
	<b>BD4</b>	Advocate for the development of new product that serves to target the high value and sports fisher market segments as areas with the highest potential market opportunity. Destinations include the Burnanga Trail, The High Country, The Gippsland Lakes and the West Coast Blue Barrels.	High	VV



STRATEGIC PRIORITY	ACTION NUMBER	ACTION	PRIORITY	PARTNER AGENCIES
	<b>BD5</b>	Work with industry to develop a Fishing Charter Code of Conduct that aims to grow the level of service to visitors, and the yield and size of the overall market for this sector.	Medium	VFA, VV and DJPR (Invest Victoria)
Infrastructure	<b>I1</b>	In conjunction with the state's major land managers, develop a consistent set of inland waterways signs with the objective of reducing the need for every agency to have their own – and implement throughout the life of this strategy through an MOU.	High	DELWP, VFA
	<b>I2</b>	Develop consistent 'Fish Victoria' welcome signs and install at popular locations that are likely to be used by fishing markets and destinations.	High	VFA
	<b>I3</b>	In partnership with BBV, develop a series of major boat ramp upgrades aligned to key fishing and boating locations throughout Victoria.	Ongoing	BBV
	<b>I4</b>	Investigate options to help fund minor boat ramp upgrades throughout Victoria that maintain access to destination fisheries.	Ongoing Medium	BBV
	<b>I5</b>	Work with land management agencies and Councils throughout Victoria to develop a joint understanding of the importance of presentation and minor facilities such as picnic tables for visitors fishing.	High	VFA, VV, PV, DELWP
	<b>I6</b>	Throughout the life of this strategy, continue to install minor infrastructure such as fish cleaning tables and fishing platforms at locations likely to be fished by the markets that use them.	Medium	VFA, Land Managers
Events	<b>E1</b>	Undertake the development of a new 'Fish Victoria' Events Strategy to develop fishing and economic outcomes with the target markets, destinations and overall positioning of Victoria.	Very High	VFA, VV
Destination Readiness <b>D1 – Blue Barrels</b>	<b>D1.1</b>	Deliver on product development and positioning of Portland as main port hub for Blue Barrels experience, including raising visibility of charter operator/s and activities and raising general awareness of tuna fishing as a thematic story of Portland including visual (signage, related art) representation around the town (targeted at visitation).	High	VFA, VV, RTB
	<b>D1.2</b>	Facilitate extended stay of self-sufficient visitors by highlighting 'boat friendly' facilities (i.e., parking, accommodation with boat parking) and promoting activities/attractions for non-fishing friends and family; promote to new Australian migrant markets.	Medium	VV, RTB, VFA
<b>D2 – Burnanga Trail</b>	<b>D2.1</b>	Advocate for investment in the feasibility of the Arcadia fish farm being constructed by the VFA becoming a centre of warm water native fish in Australia including attracting research and with the potential to deliver 'Voluntourism' outcomes.	Medium	VV, DELWP, VFA

STRATEGIC PRIORITY	ACTION NUMBER	ACTION	PRIORITY	PARTNER AGENCIES
<b>D3 – Eildon Cod Mecca</b>	<b>D2.2</b>	Consider and seek Yorta Yorta involvement in the development of fishing tourism opportunities on the Burnanga Trail including story telling related to the Burnanga.	Medium	VFA
	<b>D2.3</b>	Advocate for a High Value Fisher segment-oriented fishing camp near Arcadia or Shepparton.	High	VFA
	<b>D3.1</b>	Support the Master Plan and business case development process for investment attraction at Lake Eildon being undertaken by TNE, Mansfield and Murrindindi Shires.	Very High	VV, VFA, RTB Council
	<b>D3.2</b>	Investigate and Undertake an EOI for commercial operators utilising the Lake and Murray Cod.	Medium	VV, VFA, RTB
	<b>D3.3</b>	The VFA to continue to stock Eildon to become one of Australia’s premier fisheries for cod and other native species.	High	VFA
	<b>D3.4</b>	Participate in the development of a marketing plan for Eildon and work with Tourism North East and the Shires of Murrindindi and Mansfield on developing the minor infrastructure to support fishing tourism.	High	RTB
<b>D4 – The Australian Bass Trail</b>	<b>D3.5</b>	Develop a ‘How to Fish Eildon’ guide as part of the education program for fishers that fishing for Cod can be easier than many people think.	Medium	RTB
	<b>D4.1</b>	The VFA to continue stocking the waters of the Bass Trail to ensure that the sports fisher market segment continues to be attracted by the fishing on offer.	High	VFA
	<b>D4.2</b>	Undertake a targeted marketing campaign to the sports fishing market segment through their preferred channels (and in alignment with the overall positioning of the fishing tourism sector in Victoria) showcasing not only the fishing opportunities on the ‘Bass Trail’ but also the other opportunities including bream fishing in the Gippsland Lakes and offshore fishing in Bass Strait.	High	VV, RTB
	<b>D4.3</b>	Undertake visual amenity improvements to attract more fishers to Lake Glenmaggie.	Medium	RTB, Council
	<b>D4.4</b>	Undertake minor infrastructure improvement works at Lake Glenmaggie including picnic tables and other boat ramp improvements not only for fishers, but also for other water sports and lake users.	Medium	SRW, Council, VFA
	<b>D4.5</b>	Consider an annual bass event on the bass trail to drive publicity on the fishing opportunities.	High	VFA
<b>D5 – Gippsland Lakes</b>	<b>D5.1</b>	Work with the RTB to align the intent of this strategy with the recommendations of the DMP in building stories and promotional campaigns about Gippsland’s experiences.	High	VFA, RTB, VV
	<b>D5.2</b>	Advocate for further accommodation options on the Lakes aimed at high value fishers and more generally high value travellers.	High	VFA
	<b>D5.3</b>	Advocate for, and support increased commercial charters from Lakes Entrance working in both the Lakes and potentially offshore to further develop the fishing tourism opportunities for those without boats.	High	RTB, Council, VV, VFA

STRATEGIC PRIORITY	ACTION NUMBER	ACTION	PRIORITY	PARTNER AGENCIES
	<b>D5.4</b>	Seek to package fishing and other outdoor nature-based experiences in Gippsland with existing accommodation and food and beverage operators to promote the tastes of Gippsland.	Very High	RTB
<b>D6 – High Country</b>	<b>D6.1</b>	Activate the lakes in Marysville and Beechworth, and Eildon Pondage among others as opportunities for the novice and casual fishers and develop events/stories and other packaged experiences for these segments.	High	VFA, RTB, Council, DELWP, PV
	<b>D6.2</b>	Advocate for high-end glamping or similar styles of accommodation loosely based on the New Zealand trout lodge	Medium	RTB, Council, VFA
<b>D7 – Murray Sunset</b>	<b>D7.1</b>	Initiate a communications plan and split messaging and promotion into three distinct areas 1. Murray Sunset 2. Kerang Lakes 3. Gunbower Island.	High	RTB
	<b>D7.2</b>	Advocate for the development of fishing camps located at Kings Billabong.	Medium	RTB, Council, PV
	<b>D7.3</b>	Advocate for eco-cultural fishing experiences involving Aboriginal traditional owners.	Medium	Traditional Owners, RTB, PV
	<b>D7.4</b>	Create more pathway experiences aimed at children and families for Murray Cod catch.	High	VFA
	<b>D7.5</b>	Gunbower Island – develop a focus on family camping and kayak fishing (+ general paddle tourism) and consider activating experiences at the Scout Camp.	Medium	PV, Traditional Owners, Scouts
	<b>D7.6</b>	Improve information and mapping for Gunbower Island tourism products.	Medium	RTB, PV
<b>D8 – South West Trophy Lakes</b>	<b>D8.1</b>	Create a brand strategy focused on ‘South West Trophy (Trout) Lakes’ to position and better define and communicate the destination offering.	High	RTB, VV, VFA
	<b>D8.2</b>	Position Camperdown and Halls Gap as the destination accommodation hubs servicing fishing experiences.	High	RTB, VFA, VV
<b>D9 – Central Highlands Fishing Trail</b>	<b>D9.1</b>	Create a brand strategy and develop messaging of the region as a prime destination target for land and water-based fishing with a variety of all-weather options for the Campaspe and Loddon Rivers, and southern reservoirs.	High	RTB, VFA, PV, DELWP
	<b>D9.2</b>	Create a designated point to point fishing trail, including leveraging existing canoe trails on Loddon and section of the Campaspe. Undertake a facility gap audit and mapping to manage responsible public use.	High	RTB, VV, VFA, Land Managers
	<b>D9.3</b>	Investigate feasibility of developing Adventure Walk ‘n Fish Trails (or riverbank “Angler Adventure Trail”) - point to point walkable routes of 5-10km on Campaspe and/or Loddon Rivers.	Medium	RTB, Land Managers



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STRATEGIC PRIORITY	ACTION NUMBER	ACTION	PRIORITY	PARTNER AGENCIES
	<b>D9.4</b>	Identification of crown land parcels along Campaspe River for potential access to the river (Crown Land frontage program).	Medium	VFA, Land Managers
	<b>D9.5</b>	Improve / add to online visibility of collateral to facilitate visitation including access points with photo and mapping – aligned to the Fish Victoria proposed website as this is a relatively new fishing destination.	High	VFA, VV, RTB
	<b>D9.6</b>	Identify a network of kayak fishing equipment hire, sales, and service nodes to support novice and casual fish markets who may not have the correct gear.	Medium	RTB, VFA
<b>D10 – Melbourne Port Phillip Bay</b>	<b>D10.1</b>	The VFA will continue to invest in fishery management with the aim of growing the fish stocks through careful investment in recreational fishing infrastructure.	High	VFA
	<b>D10.2</b>	Develop and support commercial fishing operators (see previous recommendations in Business Development) and market collectively to grow the positioning of Melbourne as a world class fishing destination.	High	VFA, VV,
	<b>D10.3</b>	Support BBV and other partners to invest in upgrading the recreational boating infrastructure to support access to the Bay via boat ramp upgrades.	Ongoing	BBV, Councils
	<b>D10.4</b>	Align the fishing offer with the outstanding visitor offer in the Melbourne region and seek to develop packaged experiences for interstate markets.	High	VV
<b>Collaboration</b>	<b>C1</b>	Build ownership and understanding with organisations that have a role in the implementation of this strategy through appropriate engagement.	Very High	VV, VFA
	<b>C2</b>	Develop an ongoing forum for the discussion and evolution of the implementation of the actions contained in this strategy in addition to measuring the benefits (where possible) of the strategy implementation.	Very High	VV, VFA



## 8 Conclusion

The increasing popularity of fishing has been demonstrated through the data collected for this strategy, and also through the increased number of fishing licences sold in Victoria (not itself a true measure given they are not required for seniors or children).

The opportunity to both grow the number of fishers, and the amount of money they spend in the state is significant.

This strategy seeks to provide strategic priority areas and actions that enable fishing to grow, and for the destinations described within the strategy to integrate fishing with other experience pillars, product strengths and marketing campaigns they may have planned or in place.

Positioning Victoria as a place that offers outstanding diversity of fishing experiences that you can also enjoy with everything else Victoria has to offer must underpin the marketing and promotional efforts.

This strategy has found that the basic elements required to increase yield are there – and they simply require improving. This is particularly the case with infrastructure such as boat ramps, although wayfinding and promotional signs have room for improvement.

Bringing industry along with the strategy and having them as partners is critical as the state and regional destinations all have considerable upside to the economic activity that is currently generated from fishing tourism. Industry can participate in delivering, and benefit from, that growth. All fishing market segments described in this document can be a part of that potential growth.

The short to medium term benefits of undertaking this strategy are that Victoria will begin to be positioned as the recreational fishing tourism capital of Australia. Regions will not be competing with other regions for a slice of this pie - Victoria will be competing with other states.

Longer term, the opportunities for increased commercial operations will see significant private investment to match that of government in growing the products and experiences based around fishing tourism.


This will lead to:

- extended length of stay
- repeat visitation
- fishers bringing friends and family
- markets trying other fishing destinations
- increased participation in other activities within the destination
- increased regional dispersal to different fishing destinations
- increased spend per visit through purchasing add on experiences delivered through commercial operators
- new markets focused on those markets with the greatest propensity to grow the visitor economy
- increased visitation during non-peak periods.



## APPENDIX 1 – TOP 10 FISHING DESTINATIONS - SUMMARY AND READINESS

## Destination 1. The West Coast - Blue Barrels and Blue Water

		<b>FISHING INFO ON VISIT VIC</b> Target snapper, salmon and kingfish at ocean fishing grounds up and down the Great Ocean Road, or cast a line in fresh waters for river bream and whiting.
		<b>ASSETS AND VALUES MORE THAN JUST FISHING</b> Good restaurants and accommodation - with more to see than just the fishing. Great whale watching and visit the Great Ocean Road drive.
		<b>FISHING FACILITIES</b> Most facilities are at Warrnambool and Portland - boat ramps, toilets, BBQ, jetties, cleaning tables.
		<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b> Big bluefin tuna and king fish close inshore, fish the continental shelf for albacore and the deep-water reefs for blue eye and other deep-water species, dine on local seafood including crayfish and other fresh fish off the wharf.
		<b>OTHER FISHING OPTIONS IN THE REGION</b> If the weather is not suitable for the blue water offshore there are plenty of options to fish the local estuaries like the Glenelg or Hopkins Rivers for the mighty mullocky and estuary perch.
		<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b> Yes
		<b>TRANSPORT AND ACCESS</b> Coastal drive, train and bus
		<b>WHO IS THE POTENTIAL MARKET</b> Anglers across Australia and international
		<b>PRODUCTS ATTRACTIONS AND EVENTS</b> Hooked on Portland, Apollo Bay Seafood Festival, Shipwreck Coast Campaign
		<b>POSSIBLE PARTNERS IN PROMOTION</b> Local Councils, Regional Tourism Board
		<b>THE TOURISM ADVANTAGE</b> Extend visitation by encouraging fishers to visit other parts of the region, to tour beyond the main fishing locations and explore touring routes and campgrounds along the coast and emerging local produce. Highlight the whale watching, clean beaches, swimming, accommodation, scenic views and vibrant towns with cafes and restaurants – perfect for families.
<b>Blue Barrels and Blue Water</b> <b>(Portland, Port Fairy and Warrnambool)</b>		
<b>TOURISM REGION</b>	Great Ocean Road	
<b>REGION POSITIONING</b>	Experience one of the world's most scenic drives	
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	The Great Ocean Road region connects unforgettable road touring with spectacular natural attractions including the 12 Apostles, wildlife, walks and heritage features. Emerging products of wellness, mountain biking, cycling, surfing, arts, indigenous and local produce. <sup>17</sup>  Port Fairy is a popular small-town holiday base, and Portland is an emerging centre for outdoor recreation and indigenous cultural attractions via Budj Bim UNESCO world heritage landscape.	
<b>REGIONAL PERFORMANCE</b> <sup>18</sup>	Domestic Overnight Visitors 2.7M (+9.4%) Domestic Daytrips 3.6M (+3.2%) International Overnight Visitors 212,000 (-13.6%)	

<sup>17</sup> <https://www.greatoceanroadtourism.org.au/wp-content/uploads/2020/03/Masterplan-151022-ONLINE-version.pdf>

<sup>18</sup> [https://www.business.vic.gov.au/data/assets/pdf\\_file/0009/1844883/Great\\_Ocean\\_Road\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/data/assets/pdf_file/0009/1844883/Great_Ocean_Road_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

Southern Bluefin Tuna are a major recreational game fishing drawcard for the south west coast of Victoria, with notable fishing ports from Apollo Bay through Warrnambool, Port Fairy to Portland, the latter considered the focal point for charter boat tourism and self-reliant boaters targeting tuna.

Recreational visitor attraction is largely driven by the so-called ‘barrels’ – fish weighing 100kg or more – targeted primarily for trophy ‘game’, and only secondarily for its meat and eating. Southern Bluefin grow up to 2.45 metres in length and up to 260kg. They are commonly found at 1.8 metres in length and 100kg.

Southern Bluefin Tuna are classified as Critically Endangered by the IUCN Red List of Threatened Species and in Australia listed as Conservation Dependent under the EPBC Act. With an approved recovery plan in place, tuna stocks in south western Victoria have increased over the past 10 years and are now a viable target year-round. A typical tuna season begins around February for Victorian anglers and runs through until June or July when the Southern Ocean conditions become uncondusive to recreation.

Most recreational fishers are self-sufficient (own boats), however there is a charter business based predominantly in Portland with 10-20 boats operating in high season.

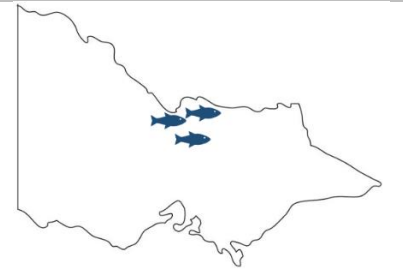
Portland is the centre for charter-based boats due to having the most suitable, and newest facilities and safe harbour in all weather. Port Fairy also has a safe harbour (upriver) however with limited berthing and limited trailer parking. Warrnambool has a large, open harbour with significant issues attached to the boat ramp and breakwater. There remain issues attached to the Warrnambool Harbour with multi-million-dollar investments likely for any viable solution to issues centred on safety and amenity.

New accommodation suitable for the high value and sports fisher market segments would add to the destination’s appeal and be able to package high value charter services, accommodation, food and beverage options.

IMAGE 10 BLUEFIN TUNA CAUGHT AT PORTLAND. SOURCE TRC TOURISM



## Destination 2. The Burnanga Trail, Central Victoria to the Murray

	<p>Burnanga is the Yorta Yorta name for Murray cod. The trail includes the rivers and lakes in Yorta Yorta country, through the Goulburn and Ovens River valleys and the Victorian side of the Murray River (Nagambie, Shepparton, Wangaratta, Yarrawonga and Echuca).</p>
<b>TOURISM REGION</b>	Murray Regional Tourism.
<b>REGION POSITIONING</b>	Replenish the soul, reconnect with nature and share the best of the outdoor life.
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	The Murray region's primary tourism strengths are its water sports, local produce, fishing, river cruising, golf and heritage. Emerging experiences include art and culture, indigenous and adventure. <sup>19</sup>
<b>REGIONAL PERFORMANCE</b> <sup>20</sup>	<p>Domestic Overnight Visitors 2.6 million (+3.5%)</p> <p>Domestic Daytrips 3.8 million (+1.6%)</p> <p>International Overnight Visitors 50,000 (-22.6%).</p>
<b>FISHING INFO ON VISIT VIC</b>	<p>The abundance of waterways in the region including the Murray, Darling, Ovens, Edward, Broken and Goulburn rivers, Lake Mulwala and Lake Hume, make it the perfect destination for both novice and serious anglers to reel in the day's catch.</p> <p>Most anglers are after the native Murray cod, Australia's largest freshwater fish, but look out for other river residents like the golden perch, trout, catfish and freshwater cray. Head downstream and try your hand at bait fishing, lure casting and fly-fishing from the riverbank or a boat.</p>

<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	Good mix of accommodation and experiences from river side camping and cabins through to quality 4.5-star motel/hotel accommodation. Visit the new native fish hatchery.
<b>FISHING FACILITIES</b>	Mixed including some boat ramps predominantly for smaller craft. Some fishing platforms and jetties.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Fish the Murray plains big rivers and redgum forests for the mighty Burnanga (Murray Cod), dine at local restaurants with local produce and fine local wines
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Lake Eildon and the High Country are close by, other options include Sunset Murray and Central Highlands Fishing Trail
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	Yes
<b>TRANSPORT AND ACCESS</b>	Self-drive
<b>WHO IS THE POTENTIAL MARKET</b>	Anglers across Australia and international
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	<p>Codference (Shepparton) Go fish Nagambie, combine with a potential visit to the new visitor centre</p> <p>4-to-5-star accommodation options in Mitchelton and Yarrawonga</p>
<b>POSSIBLE PARTNERS IN PROMOTION</b>	Local Councils, Regional Tourism Board
<b>THE TOURISM ADVANTAGE</b>	<p>The Murray River offers the unique Australian landscape made famous by the mighty River Red Gums. Enjoy a Paddle Steamers ride, play golf, enjoy food and beverages and stay in new or old accommodation.</p> <p>Water sports are on offer during the warm summer months in the rivers and lakes of the region.</p>

<sup>19</sup> <https://www.murrayregionaltourism.com.au/wp-content/uploads/sites/2/Murray-Region-DMP-Final.pdf>

<sup>20</sup> [https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0005/1844888/Murray\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0005/1844888/Murray_Regional_Summary_year_ending_Mar_2020.pdf)



## DESTINATION READINESS

The Burnanga Trail is the traditional Yorta Yorta name for Murray Cod. The 'trail' is designed as a product destination that includes the main rivers and streams of the Yorta Yorta Country. It includes the lower Ovens River, the lower Goulburn River, the middle stretches of the Murray River, and the Nagambie Lakes.

The rivers in this destination are stocked with cod and align with the proposed new VFA warm water native fish hatchery currently being constructed at Arcadia near Shepparton.

The towns in the region include Shepparton, Echuca, Nagambie, Wangaratta, Yarrawonga. All these towns have a focus on tourism as part of their economic and social fabric and mostly based on the water from the rivers and lakes. The tourism focus includes golf, water sports, fishing, Aboriginal culture, food and wine and heritage including paddle steamers.

Bank fishing is available for long stretches of the Murray, Goulburn, and Ovens Rivers, particularly as it passes through the parks and forests of the area.

Facilities for the recreational fishing markets are generally aimed more at residents. Boat ramps are generally gravel although some ramps are of a higher standard such as the Nagambie Lakes.

Nagambie offers good access to the lake and Goulburn River in addition to having a strong tourism presence including distillery, famous wineries and an International Rowing course.

Existing high value accommodation includes the Mitchelton Hotel (Nagambie) and the Sebel in Yarrawonga. Options for a dedicated fishing base camp include crown land parcels near Shepparton, Arcadia, and near Echuca. Murray Cod is a sought-after species for the high value fishing market and combined with the other experiences and products on offer in the region, would complement the mix well.

Boat launching facilities on the lower Goulburn and Ovens Rivers could be improved. Most ramps are basic and gravel or mud and can become difficult in wet conditions.

Go Fish Nagambie is a well-known fishing event held annually that attracts many fishers to the region.



IMAGE 11 GOULBURN RIVER UPSTREAM OF SHEPPARTON NEAR ARCADIA. SOURCE TRC TOURISM



IMAGE 12 BOAT RAMP NEAR NAGAMBIE LAKES. SOURCE TRC TOURISM



IMAGE 13 NAGAMBIE LAKES. SOURCE TRC TOURISM

## Destination 3. Lake Eildon – The Cod Mecca



- Catch a monster Murray Cod at Australia's premier big cod fishery
- Catch a fantastic trout in the ponds

<b>TOURISM REGION</b>	Victoria's High Country.
<b>REGION POSITIONING</b>	High country - No matter the altitude, whether you are in a valley, on a plain or on top of a mountain, it is about invigoration and feeling rewarded by authentic interactive experiences all leading to a natural high. Naturally spectacular and adventurous.
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Focus on rail trails, biking, food, wine and beer and alpine green season activation, inland waterway hubs, arts and culture. Includes improving boating facilities and product development at Lake Eildon. <sup>21</sup>
<b>REGIONAL PERFORMANCE<sup>22</sup></b>	Domestic Overnight Visitors 1.9 million (-9.4%) Domestic Daytrips 2.1 million (+6.2%) International Overnight Visitors 31,000 (-2.1%).
<b>FISHING INFO ON VISIT VIC</b>	Fishing in great rivers, mountain streams and alpine lakes and try to nab some of mainland Australia's largest river-dwelling trout.  Fly fishing, Alpine angling, Casting.
<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	House boats, boat hire lakeside resorts and restaurants. Close to Mansfield as an outdoor regional centre.

<sup>21</sup> [https://www.tourismnortheast.com.au/wp-content/uploads/sites/54/VHC-Destination-Management-Plan-2013-2023\\_FINAL-1.pdf](https://www.tourismnortheast.com.au/wp-content/uploads/sites/54/VHC-Destination-Management-Plan-2013-2023_FINAL-1.pdf)

<b>FISHING FACILITIES</b>	Caravan parks, camping grounds, motels, houseboat hire and services, picnic areas and public boat ramps.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Catch a meter Murray cod off the surface in Australia's premier Murray Cod Lake, stay at a resort or hire a houseboat.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Plenty of fishing options in the region. The Goulburn River is one of Victoria's most popular trout fishery including stonker rainbows. Fish the pondage or one of the region's rivers for trout. Fish the lake for a variety of fish species including yellow belly, redfin or trout.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	Fishing guides, tours, workshops and boat hire
<b>TRANSPORT AND ACCESS</b>	Self-drive.
<b>WHO IS THE POTENTIAL MARKET</b>	Anglers across Australia and international. All fish market segments.
<b>PRODUCTS ATTRactions AND EVENTS</b>	Eildon fishing festival, Eildon boating and fishing show Snobs Creek open day.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	As this item is specifically Eildon there is the option of houseboat hire market local council and local tourism resorts.
<b>THE TOURISM ADVANTAGE</b>	The lake where you can find it all - golden perch, trout, Murray cod and red fin – the hunt for the trophy fish. Houseboating, water skiing and family holiday.  The Lake is close to other regional attractions including the High Country, Jamieson gold history, Mansfield adventures and Nagambie for its variety of products and accommodation options.

<sup>22</sup>

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0010/1844929/Victorias\\_High\\_Country\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0010/1844929/Victorias_High_Country_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

Lake Eildon offers outstanding fishing opportunities. What was once a trout and redfin destination is fast becoming one of the premier fisheries in Australia. Murray Cod have been stocked into Eildon for some years and the effort is paying off.

Lake Eildon has a primary purpose of suppling irrigation water downstream to the Goulburn and Murray River systems. This can lead to fluctuations in lake level that in a dry year are significant.

Eildon's proximity to Melbourne (2 hours' drive) and to the high-country centre of Mansfield also provides it with accessibility for not only fishing but also other experiences including water sports, 4WDing (in surrounding areas) and hunting.

Mansfield is the high-country adventure destination closest to Melbourne and has a close affinity to Eildon and the fishing and outdoor offer that it provides.

Aligned to the lake itself is the Eildon pondage. This is the point at which the Goulburn River resumes its flow downstream towards the Murray River from Lake Eildon. The pondage is currently a favourite with fishers due to the accessibility of fishing from its banks and the release of 'stonkers' every year from the VFA fish farm at Snobs Creek.

Much of the accommodation in and around Eildon is older and more basic although some newer higher-end offerings are appearing. Eildon has suffered from a lack of investment over the past 2 decades.

Tourism NE has recently partnered with Mansfield Shire and Murrindindi Shire to undertake a Master Plan for the Eildon precinct. The plan recommends 2 modern accommodation investment opportunities at Eildon. This strategy supports those as offering greater market diversity and yield in the recreational fishing and outdoor active markets.

The floating Boatel at Jerusalem Creek is also to be supported as innovating in the houseboat market.

Fry Bay eco development as proposed by the Eildon Master Plan is also to be recommended. Not only for adding accommodation to the market but also for the approach to sustainable resort development.

The boat ramp and fishing facilities are generally very good. Well serviced and maintained ramps exist around the Lake enabling good boating access.

A lack of commercial operators taking Cod charters is potentially a gap in the market. Supporting and advocating for this in this is supported.



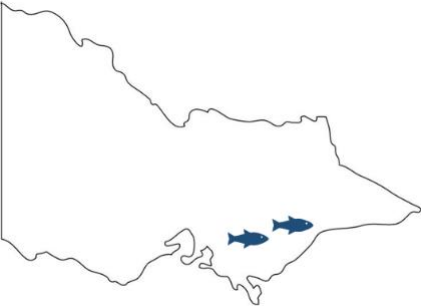
IMAGE 15 JERUSALEM CREEK BOAT HARBOUR BOATEL. SOURCE TRC TOURISM



IMAGE 14 LAKE EILDON BOAT RAMP. SOURCE TRC TOURISM



## Destination 4. The Australian Bass Trail, Gippsland

	<p>From lakes to wilderness rivers the Australian bass covers the iconic Blue Rock Lake and Lake Glenmaggie, includes some of the state's largest coastal river in the Mitchell and Snowy Rivers and ends in the wilderness coast rivers in the far east.</p>
<b>TOURISM REGION</b>	Gippsland.
<b>REGION POSITIONING</b>	Discover all kinds of wonder - Gippsland's natural beauty, outstanding experiences and life changing moments inspire the world to visit.
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Experience themes: world class natural sanctuaries, rivers and coastal paradise, paddock and ocean produce, adventure, vibrant local communities. Focus on developing coastal walks, destination restaurants, aquatic trail, boating/ocean journeys and touring. <sup>23</sup>
<b>REGIONAL PERFORMANCE<sup>24</sup></b>	Domestic Overnight Visitors 2.3 million (+7.1%) Domestic Daytrips 4.0 million (-0.3%) International Overnight Visitors 69,000 (-17.9%)
<b>FISHING INFO ON VISIT VIC</b>	Fish species in the pristine lakes and rivers, most commonly bream, flathead, luderick, tailor, mulloway, whiting, perch and salmon.  With unique access to the High Country from the eastern side, Gippsland is the perfect place to start river fishing.

<sup>23</sup> <https://assets.visitgippsland.com.au/documents/Gippsland-DMP-SUMMARY-REPORT-26082019-1.pdf>

<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	Good accommodation facility's and services near the bass impoundments. Other spots are more remote and bush camping is required.
<b>FISHING FACILITIES</b>	Good facilities at Blue Rock including the boat ramp. Lake Glenmaggie is mostly dirt and not aesthetic. Snowy River (lower) has good fishing facilities.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Lure fly and bait - Australian bass take them all. Bass are a highly regarded sports fish and the VFA's stocking of impoundment close to Melbourne as well as the wild rivers in the far east make these amazing fish accessible for most anglers.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Plenty of other fishing options in Gippsland from the ocean, beach to coastal estuary's and rivers.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	Minimal - there are a few companies that offer rafting trips down rivers like the Snowy and Mitchell to target bass.
<b>TRANSPORT AND ACCESS</b>	Self-drive and some public transport.
<b>WHO IS THE POTENTIAL MARKET</b>	Mostly Victorian. The Sports and Recreational fisher market segments.
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	Mallacoota - Wild Harvest, Hooked on Lakes are current events attracting people. Most seaside villages and towns have some form of farmer markets.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	East Gippsland Shire council, Wellington SC Regional tourism boards – Destination Gippsland.
<b>THE TOURISM ADVANTAGE</b>	Fish for seasonal perch in the clear mountain streams - combined with hiking, biking, snow skiing, flying or caving, with easy access to coastal streams and beaches. Enjoy the Gippsland villages, and arts and crafts.

<sup>24</sup>

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0004/1844878/Gippsland\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0004/1844878/Gippsland_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

Gippsland is a large region in Victoria that covers 6 local government areas and stretches from Pakenham just east of Melbourne through to the NSW border and the village of Mallacoota. The 'Bass Trail' is a destination that covers the wilderness rivers of the east including the Snowy and Mitchell, to the iconic Blue Rock Lake and Lake Glenmaggie.

The Australian Bass is a targeted species particularly by the Sports Fisher market segment who will chase this to catch the big Instagram worthy fish. Australian Bass are a highly regarded sports fish and the VFA is currently stocking these fish close to Melbourne.

Options for commercial activation of this fishery are minimal but may include rafting companies operating on the Snowy River and the Mitchell.

Blue Rock Lake has the largest potential for establishing a recreational fishing tourism industry around the Bass. It is closest to Melbourne, is relatively close to the Latrobe Valley and the service options contained there including accommodation and gear shops, and has existing good facilities including boat ramp.

In addition, the Lake also has a good picnic area with toilets and a playground for the non-fishing family or group members to enjoy including easily accessible banks. The Lake is also suitable for other water sports.

Other lakes in Gippsland that contain well stocked Bass fisheries include Lake Glenmaggie. Lake Glenmaggie is more difficult to activate due to the boat ramp being more difficult and the visual amenity of the caravan park being less than ideal for attracting markets other than those that may use it now.

Stocking the fisheries is important to continue to ensure the fish population is sustainable and that sports sized fish continue to be able to be caught.



IMAGE 16 BLUE ROCK LAKE. SOURCE TRC TOURISM




IMAGE 18 PICNIC FACILITIES AT BLUE ROCK LAKE.  
SOURCE TRC TOURISM



MAGE 17 PARTNERSHIP SIGN AT BLUE ROCK  
LAKE. SOURCE TRC TOURISM

## Destination 5. Gippsland Lake system including Mallacoota Inlet, Lake Tyers and Lakes Entrance

	<p>Sword fish offshore Black bream dusky, flathead and sand crabs in the lakes and salmon and gummy sharks off the ninety-mile beach.</p>
<b>TOURISM REGION</b>	Gippsland.
<b>REGION POSITIONING</b>	Discover all kinds of wonder - Gippsland's natural beauty, outstanding experiences and life changing moments inspire the world to visit.
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Experience themes: world class natural sanctuaries, rivers and coastal paradise, paddock and ocean produce, adventure, vibrant local communities. Focus on developing coastal walks, destination restaurants, aquatic trail, boating/ocean journeys and touring.
<b>REGIONAL PERFORMANCE<sup>25</sup></b>	Domestic Overnight Visitors 2.3 million (+7.1%) Domestic Daytrips 4.0 million (-0.3%) - International Overnight Visitors 69,000 (-17.9%)
<b>FISHING INFO ON VISIT VIC</b>	Fish species in the pristine lakes and rivers, most commonly bream, flathead, luderick, tailor, mulloway, whiting, perch and salmon  With unique access to the High Country from the eastern side, Gippsland is the perfect place to start river fishing. Beach fishing
<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	Plenty of attractions great eateries, accommodation and diversity of fishing. Gippsland offers ocean access to the 90 Mile Beaches, secluded bays, inlets and estuaries, and the alpine foothills.

<b>FISHING FACILITIES</b>	Various. Lakes Entrance and Lake Tyers, as well as Mallacoota offer god facilities and boat ramps.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	The nets have been removed to once again be the jewel in the crown in the east coast bream and dusky flathead fishery. Amazing fishing diversity fishing Gippsland and the wilderness coast from chasing monster swordfish from the continental shelf, the lakes and rivers or cursing tranquil estuaries for bream and monster flathead. 90 miles of unending beach, sunsets and sunrises over an unending stretch of sand.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Generally excellent with Lakes Entrance and the lakes towns all having good boat-ramps, fish cleaning tables, jetties and piers, and to the beaches.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	Several charter operators based out of lakes entrance.
<b>TRANSPORT AND ACCESS</b>	Self-drive and some public transport.
<b>WHO IS THE POTENTIAL MARKET</b>	Mostly Victorian, although the Swordfish fishery has international potential. All fisher market segments have experience offers in Gippsland from the Sports Fisher chasing Swordfish, to the novice and casual fishers after a flathead in the lakes.
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	Hooked on Lakes.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	East Gippsland Shire Council.
<b>THE TOURISM ADVANTAGE</b>	Family adventure – lakes and ocean - coastal dunes and the famous Ninety Mile Beach. Bird and marine life mixed with an abundance of great food and wine. Beach fishing trips with mates, breweries, secluded holiday and seaside camping.

<sup>25</sup> [https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0004/1844878/Gippsland\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0004/1844878/Gippsland_Regional_Summary_year_ending_Mar_2020.pdf)



## DESTINATION READINESS

The Gippsland Destination is large and extends from just east of Melbourne through to the NSW border. Defining Gippsland as a fishing region is difficult due to the scale and opportunities in different locations and on different species, combined with the outstanding tourism experience on offer.

All fishing markets are catered for in Gippsland somewhere and at some time.

This strategy focusses on the Lakes areas including the townships of Lakes Entrance, Metung, Paynesville, Lake Tyers and Mallacoota and its Inlet.

Species include offshore opportunities for Snapper, Shark, Sword Fish. In the estuaries and river systems, fishing is strong with dusky flathead, bream, whiting, and sand crabs. The 90 Mile Beach offers great surf fishing for gummy sharks, Australian Salmon and flathead.

With the removal of nets from the Gippsland Lakes, and investment in recovering the Lakes to a fishing mecca, the fishery is expected to grow in popularity for locals and visitors alike.

Gippsland Ports is responsible for most boat ramps, jetties and navigation aids in the Gippsland Lakes including Mallacoota Inlet. They are continually upgrading the infrastructure and recent additions at locations such as Nyerimilang ensuring that fishing and other tourism products are linked allowing visitors to enjoy the Lakes for everything they offer.

The Gippsland Destination Management Plan (DMP) recently completed for Destination Gippsland (DGL) aligns strongly with the intent of this strategy. The DMP contains recommendations to develop the Lakes Entrance Marine Precinct as a hero product. The precinct will in part celebrate the commercial and recreational fishing in the region and provide for fish fresh from the boats to be available for visitors who may not have been able to catch their dinner.

The DMP also makes recommendations around bringing to life the fishing villages of the Gippsland Coast. The recommendations seek to take fishing further than just catching a fish (relevant to all market segments), but to be able to have them cooked for you, or to buy direct from the boats or fish coops.

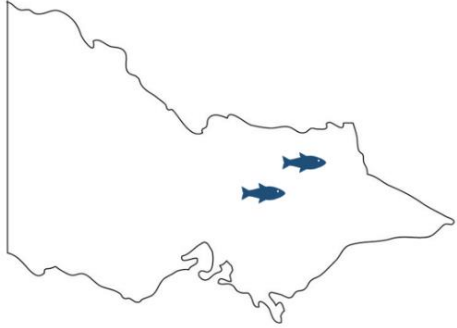


IMAGE 19 LAKES ENTRANCE BOAT RAMP. SOURCE POI AUSTRALIA



IMAGE 20 90 MILE BEACH. SOURCE TRC TOURISM

## Destination 6. Victoria's High Country

	<p>High Country trout (Marysville, Mansfield, Jamieson, Corryong, Mitta Mitta and surrounds)</p>
<b>TOURISM REGION</b>	High Country.
<b>REGION POSITIONING</b>	High country - No matter the altitude, whether you are in a valley, on a plain or on top of a mountain, it is about invigoration and feeling rewarded by authentic interactive experiences all leading to a natural high. Naturally spectacular and adventurous.
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Focus on rail trails, biking, food, wine and beer and alpine green season activation, inland waterway hubs, arts and culture. <sup>26</sup>
<b>REGIONAL PERFORMANCE<sup>27</sup></b>	Domestic Overnight Visitors 1.9 million (-9.4%) Domestic Daytrips 2.1 million (+6.2%) International Overnight Visitors 31,000 (-2.1%).
<b>FISHING INFO ON VISIT VIC</b>	Try your hand at fishing in great rivers, mountain streams and alpine lakes and try to nab some of mainland Australia's largest river-dwelling trout. Fly fishing, Alpine angling, casting.
<b>FISHING FACILITIES</b>	Generally good although some of the opportunities for fishing in the area are remote and difficult to access with minimal facilities available and required.

<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	The high country has a huge amount on offer for many of the markets targeted by TNE and Visit Victoria. These include cycling, food and wine, nature-based activities including walking and mountain biking, and snow sports.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Fly or lure fishing the alpine rivers for trout walking 4x4 driving sight-seeing the alps while fishing for trout in crystal clear alpine rivers.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	There are several dams and water storages that are well stocked with trout, several areas also have natives including clear water cod. Most of the streams and rivers in the high country offer populations of trout.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	There are several guides across the region.
<b>TRANSPORT AND ACCESS</b>	Self-drive.
<b>WHO IS THE POTENTIAL MARKET</b>	Mostly Victoria and NSW. All segments of the fisher markets have an offer in the high country.
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	Trout opening festival at Eildon and Talk Wild Trout.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	Local Councils regional tourism board.
<b>THE TOURISM ADVANTAGE</b>	Extend visitation by encouraging fishers to visit the brewery, cellar door or distillery - mix with a bike ride, bushwalk to top off a true mountain adventure. Attract novice fishers on holiday to stocked fisheries in Beechworth and Marysville. Trout farms and other commercial opportunities exist to help tell the fishing story.

<sup>26</sup> [https://www.tourismnortheast.com.au/wp-content/uploads/sites/54/VHC-Destination-Management-Plan-2013-2023\\_FINAL-1.pdf](https://www.tourismnortheast.com.au/wp-content/uploads/sites/54/VHC-Destination-Management-Plan-2013-2023_FINAL-1.pdf)

<sup>27</sup>

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0010/1844929/Victorias\\_High\\_Country\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0010/1844929/Victorias_High_Country_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

Victoria's High Country is predominantly marketed through Tourism North East (TNE) and Destination Gippsland (DGL). The High Country 'brand' is a broad descriptor of the Victorian Alps and its foothills including the communities of Bright, Mansfield, Mitta Mitta, Omeo, Mount Beauty, Beechworth and the alpine resorts of Falls Creek, Mount Hotham and Mount Buller.

Food and Wine is an experience pillar of TNE, and the fishing strategy outcomes align strongly with this and other pillars (snow, cycling, arts and cultural heritage, and nature-based tourism).

The High Country has a full range of accommodation options available all year round. The region has experiences through winter with skiing, and in summer and the shoulder seasons with the remaining experience pillars.

The high country attracts many recreational and sports fishers chasing elusive brown and rainbow trout through the open season months.

Guides are available in some areas and they provide a good service for those seeking higher levels of experience and the chance to fish 'secret' locations that they would otherwise not have been able to find.

As trout can be elusive, a key outcome of this strategy is getting more people to enjoy both fishing and the other experiences on offer is to make the fishing more accessible to the novice market sectors.

The VFA currently stock smaller lakes in the tourist towns of Beechworth and Marysville. Activating fishing around these lakes for the beginners presents a strong opportunity. In the case of Marysville, participants can also then go to the nearby trout farm and purchase a trout if they were unable to catch one. Eildon Pondage has great access for trout.

Festivals and events around the food and wine and nature-based activities of the region offer a good way of marketing the multiple experience on offer, and having people try several different activities. The VFA currently run the Talk Wild Trout event. Consideration could be given to combining fishing and food and wine into a festival or event to showcase the connections between them.

The high-country destination aligns strongly with Eildon Cod Mecca, and the downstream Burnanga Trail.

Infrastructure to support fishing in the high country is considered reasonable. This is in part due to the nature of fishing for trout in rivers where bank fishing is the predominant means of fishing.

Facilities in the smaller lakes recommended for the novice and casual markets would be suited to fishing platforms and improved signs to help these market segments.

Boating facilities at Rocky Valley Reservoir and at other lakes in the region including Lake Buffalo and Dartmouth Dam can continue to be improved by the relevant authorities.


Consideration could be given to advocating for a high-end lodge or accommodation for fishing in the high country and combining it with the food and wine offer of the region. This could be based on the New Zealand models such as Taupo.



IMAGE 21 A STOCKED LAKE IN MARYSVILLE. SOURCE TRC TOURISM



## Destination 7. Sunset Country North West Victoria

	<p>Fishing for mighty Murray Cod and Yellas while cruising the Murray between the Victorian border towns of Mildura, Swan Hill and Echuca.</p>
<b>TOURISM REGION</b>	Murray
<b>REGION POSITIONING</b>	Replenish the soul, reconnect with nature and share the best of the outdoor life.
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	The Murray region's primary tourism strengths are its water sports, local produce, fishing, river cruising, golf and heritage along with family camping and park visitation. Emerging experiences include art & culture, indigenous and adventure.
<b>REGIONAL PERFORMANCE<sup>28</sup></b>	<p>Domestic Overnight Visitors 2.6 million (+3.5%)</p> <p>Domestic Daytrips 3.8 million (+1.6%)</p> <p>International Overnight Visitors 50,000 (-22.6%).</p>
<b>FISHING INFO ON VISIT VIC</b>	<p>The abundance of waterways in the region including the Murray, Darling, Ovens, Broken and Goulburn rivers, Lake Mulwala and Lake Hume, make it the perfect destination for both novice and serious anglers to reel in the day's catch.</p> <p>Most anglers are after the native Murray cod, Australia's largest freshwater fish, but look out for other river residents like the golden perch, trout, catfish and freshwater cray. Head downstream and try your hand at bait fishing, lure casting and fly-fishing from the riverbank or a boat. The Kerang Lakes and Gunbower area also provide excellent off-Murray fishing.</p>

<b>Assets and values more than just fishing</b>	Great local produce and activities, house boats, river cruises, great restaurants, breweries and wineries.
<b>Fishing facilities</b>	Some fishing from jetties and platforms. Lots of shore-based opportunities. Boat ramps exist although some are rough and 4 WD only.
<b>Stories that make this destination distinct</b>	Sunny days Murray river house-boat cruising or river side camping and fishing for Murray cod and yellas lures and bait.
<b>Other fishing options in the region</b>	Limited in Victoria.
<b>Existing fishing guides and charter boats</b>	Boat, canoe and house-boat hire but very few commercial guiding opportunities exist.
<b>Transport and access</b>	Self-drive and direct airfares to Mildura.
<b>Who is the potential market</b>	Mostly Victoria, SA and NSW. Predominantly the recreational fishing segment. Novice and casual fishers re provided for in Mildura and Swan ill.
<b>Products attractions and events</b>	Gone Fishing Day at Mildura Marina.
<b>Possible partners in promotion</b>	Local Councils regional tourism board.
<b>The tourism advantage</b>	<p>A family friendly adventure in a tranquil and ancient location – reconnect on a river house boating, paddle steamer, kayak or car touring. Learn about the indigenous history and hear the stories of earlier settlers. Food galore and world class wines.</p> <p>Bring the mates and add-in a golf tour.</p>

28

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0005/1844888/Murray\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0005/1844888/Murray_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

‘Murray Sunset’ country typically describes the Murray River downstream (west) from Mildura with thematic links to more remote nature-based experiences along the VIC/NSW border to SA. For the purposes of this study, Murray Sunset encapsulates from the SA border east to Mildura, further south west along the border zone (Victorian side) to Swan Hill, into the Kerang Lakes region including Gunbower Island, reaching as far as Echuca.

Also known as Sunraysia country, the region is typically a semi-arid zone with low rainfall, high evaporation and hot summers. It is rich in Aboriginal heritage with many cultural sites of significance. Camping, swimming, boating, walking, 4WDing, canoeing/kayaking and bird watching are all popular attractions.

Fishing sites are located formally and informally along the entire length of the Murray River’s main flow, where public access permits. There are formal concrete boat ramps and many informal, earthen/dirt ramps. There are also fishing opportunities off the main river, including throughout the Kerang Lakes system south of Swan Hill, and through the Gunbower region north of Cohuna.

Fishing takes place from river shorelines, jetties where available, boats, houseboats and kayaks, the latter more suited to, and more popular on, smaller tributaries, lagoons and waterways given the high degree of boat traffic on the Murray and more exposed waterways.

Given the sheer size of this fishing region and distance between nodes, there is currently no collective fishing information resource for the entire zone. Fishing promotion and signage is inconsistent, although high quality in parts, especially in the Kerang Lakes and Gunbower.

Murray Cod is the most targeted fish in general with Redfin, Yellow belly and Perch also popular along with Yabby fishing.

Mildura is already popular with family and nature-based (camping) holiday makers drawn to the ‘big river’ and ‘Victorian Outback’ landscapes and riverscapes, with numerous parks offering options to find good camping. Some of the more accessible and popular camp zones located nearer to main townships can get crowded in peak seasons.



IMAGE 22 OLD SIGN AT LAKE BOGA. SOURCE TRC TOURISM




IMAGE 23 KINGS BILLABONG FISHING. SOURCE TRC TOURISM



IMAGE 24 FISHING AND KAYAK PLATFORM KINGS BILLABONG. SOURCE TRC TOURISM

## Destination 8. South West Trophy Trout Lakes and Grampians

	The South West Victoria lake trail
<b>TOURISM REGION</b>	Grampians (some cross over into Ballarat) and Great Ocean Road
<b>REGION POSITIONING</b>	Scale great mountains, breathtaking views and a bright new perspective. Experience one of the world's most scenic drives. (SW Lakes are not on the GOR)
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Walking tracks, waterfalls, wildlife, local produce, art and landscapes. Regional priorities include walking trails, outdoor adventure (rock climbing, fishing, trail running, mountain biking), villages and developing indigenous education products. <sup>29</sup>
<b>REGIONAL PERFORMANCE<sup>30</sup></b>	Domestic Overnight Visitors 1.1 million (+0.9%) Domestic Daytrips 1.5 million (+23.5%) International Overnight Visitors 53,000 (-2.1%)
<b>FISHING INFO ON VISIT VIC</b>	Fishing paradise in the Grampians region's lakes and rivers and snare a prize catch from the diverse and plentiful species of freshwater fish that bite year-round. Rivers, lakes, yabby catching
<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	The Grampians are an iconic National Park undergoing significant investment in walking and hiking trails with strong accommodation and food and beverage offers (Dunkeld). The region outside the Grampians NP has many emerging opportunities.

<b>FISHING FACILITIES</b>	Some boat ramps and car parking exist. Shore based opportunities exist on public land. Camping is available at some lakes.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Purrembete for exclusive trophy trout experiences found nowhere else on mainland. Camperdown and Halls Gap offer accommodation bases for access to various lakes. Grampians lakes offer impressive mountain landscape angling.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Redfin and some natives also available. Rocklands is now stocked with Murray Cod and Yellow Belly.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	Yes – some exist but may be bespoke.
<b>TRANSPORT AND ACCESS</b>	Self-drive.
<b>WHO IS THE POTENTIAL MARKET</b>	Victorian and interstate; some international appeal (Purrembete, Grampians). Something is available for all fisher market segments.
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	Lake Bullen Merri Fishing Classic.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	Local Councils regional tourism board.
<b>THE TOURISM ADVANTAGE</b>	Access a variety of lakes well stocked with trout, including two prized species uniquely only found in Purrembete. Further west in the Grampians, options are endless, explore the mountains, wilderness and waterways your way. Spice it up with an abseiling, horse-riding or quad bike tour, but do not forget you are in food heaven – choose from farm gates, cosy cafes and farmers markets. The perfect opportunity awaits for a romantic escape, a fishing tour in morning, 5-star dining in evening.

<sup>29</sup> <https://grampiantourism.com.au/wp-content/uploads/sites/4/2014/06/grampians-tourism-destination-plan.pdf>

<sup>30</sup>

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0008/1844882/Grampians\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0008/1844882/Grampians_Regional_Summary_year_ending_Mar_2020.pdf)



## DESTINATION READINESS

The South West Trophy Lakes describes a set of freshwater lakes located in the volcano crater and lakes region of central south west Victoria. It is also known as the Corangamite Basin. With Camperdown as the most likely focus town for this region, the primary fishing lakes include:

- Lake Purrumbete
- Bullen Merri
- Lake Tooliorook
- Deep Lake
- Lake Elingamite
- Colac Lake
- Cobden Lake
- Lake Bolac.

Lake Purrembete is perhaps the best-facilitated lake and features a near-new lakeside holiday park that specifically positions and markets itself as a fishing-centric operation, inclusive of a well stocked tackle shop.

Other lakes are generally well supported by fishing infrastructure including boat ramps, piers and boat trailer parking, all with nearby camping and accommodation availability.

The Grampians to the west of the lakes, is included in the trophy lake destination given its high-quality natural mountain landscape that contrasts strikingly to the volcano crater lakes terrain, along with a shared focus on trout fishing.

Fish species across the trophy lakes are varied, however the primary target fish for high-value recreational fishing are Rainbow, Brown, Tiger, and Cheetah Trout along with Chinook Salmon, Perch, Redfin, Eel.

Types of fishing styles vary depending on lakes with fly fishing concentrated on Purrembete, trawling at Purrumbete and Bullen Merri, with these lakes and the remainder all being good for boat and kayak fishing. Shore and pier fishing are limited at some sites. In the Grampians, lakes host a mix of shore, kayak, small boat and trawler fishing in a more mountainous and wild setting.

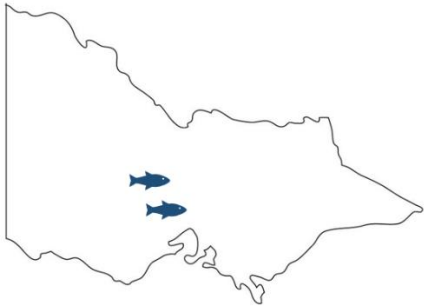


IMAGE 25 LAKE PURRUMBETE. SOURCE TRC TOURISM



IMAGE 26 LAKE BULLEN MERRI. SOURCE TRC TOURISM

## Destination 9. Central Highlands Fishing Trails

	<p>The Central Victorian golden triangle including the great golden perch lakes including the new Kyneton fishing lakes.</p>
<b>TOURISM REGION</b>	Daylesford and Macedon Ranges (some cross over into Ballarat and Bendigo)
<b>REGION POSITIONING</b>	Indulge, refresh, learn and make
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Key tourism strengths – natural mineral springs, spa and wellbeing experiences, gourmet food, cool climate wines, award-winning accommodation, culture, nature and beautiful nature trails and parks; and its wide range of distinct villages. <sup>31</sup>
<b>REGIONAL PERFORMANCE<sup>32</sup></b>	Domestic Overnight Visitors 817,000 (-0.1%) Domestic Daytrips 2.7 million (+24.8%) International Overnight Visitors 22,000 (+17.4%)
<b>FISHING INFO ON VISIT VIC</b>	Fish for blackfish, brown trout or redfin in the rivers and reservoirs of Daylesford and the Macedon Ranges.
<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	Good developing fisheries part of Target one Million Phase 2 to get more anglers fishing. Kayak or explore the river systems.
<b>FISHING FACILITIES</b>	New boat ramps and welcome signs at several reservoirs and locations to encourage suitable forms of on water use.  Multiple bank fishing opportunities.

<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Kyneton offers great new waters opened for on water access with plenty of other opportunities to fish. The areas around Kyneton, Ballarat, and Bendigo including the Campaspe and Loddon Rivers Lake Tallarook, Upper Caliban, Lauriston, Barkers Creek and Hepburn lagoon all offer great fishing and the government is building on the local fishing opportunity's by opening new waters. The stocking of fish is increasing to make the fishing experience even better.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Sitting in Central Highlands of Victoria, all areas around the destination can be explored and fished. Chase a Murray Cod to the north, trout to the east and the SW trophy lakes to the west.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	Yes, though limited.
<b>TRANSPORT AND ACCESS</b>	Self-drive.
<b>WHO IS THE POTENTIAL MARKET</b>	Mostly Victorian. Predominantly recreational fishers to this new fishing destination.
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	Trout opening festival at Ballarat fishing competitions.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	Local Councils regional tourism board.
<b>THE TOURISM ADVANTAGE</b>	A fishing trip with benefits. This trip is all about relaxation and leaving behind the stresses of everyday life. Bring the family, or maybe just your better half, and explore secret villages, farm gates and if you dare, the natural mineral springs.

<sup>31</sup> <https://dmrtourism.com.au/> and <https://www.visitmacedonranges.com/see-do/get-active/fishing/>

<sup>32</sup>

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0005/1844852/Daylesford\\_and\\_the\\_Macedon\\_Ranges\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0005/1844852/Daylesford_and_the_Macedon_Ranges_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

The Central West Kayak Trail denotes a region stretching from Rochester in the north through to Kyneton / Malmsbury in the south, Inglewood and Maryborough in the west. The focus of fishing opportunities is small boats, kayak and bank-based river and reservoir angling prioritised by opportunities on the Campaspe and Loddon Rivers. New public access reservoirs located nearby Kyneton/Malmsbury and Harcourt off a new fishery experience for many fishers.

Facilities and infrastructure in this zone are inconsistent with some structures found along the Loddon and Campaspe rivers. There is a lack of riverbank access along the Campaspe. The government's crown land frontage access program providing fishing access to streams for the public will prove important in this destination.

The Campaspe River fishing opportunity focuses on the section between Axedale in the south and Rochester in the north, limited by water flow and weirs at either end. This is the suggested best section for kayak fishing which is most suitable given the limited public access points along the river. The Loddon River is the second longest river in Victoria and has some kayak launch facilities bolstered by existing recreational canoe trails.

To the south of Bendigo, with Kyneton as a regional township base, a collection of reservoirs offers good if exposed bankside and watercraft fishing. Lauriston, Malmsbury and the Upper Coliban reservoirs are the mainstay options set on the Coliban River, with public picnic and toilet facilities, car parks and watercraft launching ramps available at each.

To a degree Murray Cod remains a target especially lower down, however Yellow belly, Golden Perch and Redfin are the primary targets along with trout, the latter especially higher up in the catchments.

Bendigo is the central node town for accommodation and other activities with secondary support townships of size including Kyneton and Castlemaine. There are numerous other smaller townships with limited accommodation and support opportunities.

This is a new fishing destination, and accordingly the provision of information on where and how to fish the rivers and lakes is important to facilitating understanding of the potential of this destination to fishing markets.



IMAGE 27 CAMPASPE ACCESS PLATFORMS.  
SOURCE TRC TOURISM



IMAGE 28 KAYAK FISHING ON THE CAMPASPE RIVER.  
SOURCE TRC TOURISM



IMAGE 29 UPPER COLIBAN RESERVOIR. SOURCE TRC TOURISM



## Destination 10. Melbourne's Port Phillip Bay

	<p>Port Phillip Bay is a huge body of water offering something for all anglers whether land based, boat based or on one of the many public access piers and jetties.</p>
<b>TOURISM REGION</b>	Geelong and the Bellarine, Melbourne, Mornington Peninsula.
<b>REGION POSITIONING</b>	<p>Geelong/Bellarine: Provides an experience greater than the sum of its parts.</p> <p>Waterfront, seaside villages, meet local makers and growers. Strengths are in nature-based attractions, predominantly centred on Port Phillip Bay and the ocean beaches to the south.<sup>33</sup></p>
<b>LINK TO REGIONAL HERO EXPERIENCES</b>	Geelong/Bellarine: saltwater, foodie friendly, creative makers, indulgence, adventure, natural and seasonal <sup>34</sup> .
<b>REGIONAL PERFORMANCE (GEELONG/BELLARINE)<sup>35</sup></b>	<p>Domestic Overnight Visitors 1.6 million (-1.3%)</p> <p>Domestic Daytrips 4.4 million (+0.9%)</p> <p>International Overnight Visitors 57,000 (-7.9%)</p>
<b>FISHING INFO ON VISIT VIC</b>	<p>Snapper is the big catch around Melbourne – it comes into Port Philip Bay as early as September and stays until around March. Flathead and whiting also populate the bay.</p> <p>Sea fishing, pier hopping</p>

<b>ASSETS AND VALUES MORE THAN JUST FISHING</b>	Great fishing on Melbourne's doorstep. With the Mornington and Bellarine Peninsulas on its doorstep with their outstanding visitor offers, Melbourne's Yarra Valley lose by, and all that Melbourne has to offer including events, food and wine and culture.
<b>FISHING FACILITIES</b>	Many opportunities from shore-based fishing, to the multiple piers and jetties surrounding the bay, to charter fishing operations. Boat ramps are generally good but can be busy in peak periods.
<b>STORIES THAT MAKE THIS DESTINATION DISTINCT</b>	Catch big snapper on Melbourne's doorstep. It's a great fishery and readily accessible to all visitors to the city. Families catching a flathead for dinner or the kids relaxing on one of the piers surrounding the bay.
<b>OTHER FISHING OPTIONS IN THE REGION</b>	Plenty of fishing options in PPB and Westernport which are close by and offer similar species.
<b>EXISTING FISHING GUIDES AND CHARTER BOATS</b>	There is a large number of quality charter operators around the bay.
<b>TRANSPORT AND ACCESS</b>	A large range of access options from public to car based.
<b>WHO IS THE POTENTIAL MARKET</b>	Potential for targeted marketing to internationals for fishing charters. All fisher market segments have an offer.
<b>PRODUCTS ATTRACTIONS AND EVENTS</b>	Hooked on Bellarine.
<b>POSSIBLE PARTNERS IN PROMOTION</b>	Charter industry and Visit Vic.
<b>THE TOURISM ADVANTAGE</b>	<p>City lights and sea delights. The perfect location to enjoy the advantages of city dining and bars – with a group sea fishing adventure. Arrive at the airport in the morning and be on a boat or jetty within hours.</p> <p>Bring the family, book the theatre at night, a trip to Phillip Island, and post an Instagram worthy catch the same weekend.</p>

<sup>33</sup> <https://f3c99c.rabidcdn.net/wp-content/uploads/2019/07/Tourism-Development-Plan-Summary-2019-for-WEB.pdf>

<sup>34</sup> <https://www.tourismgeelongbellarine.com.au/greaterthan/>

<sup>35</sup>

[https://www.business.vic.gov.au/\\_data/assets/pdf\\_file/0011/1844876/Geelong\\_and\\_the\\_Bellarine\\_Regional\\_Summary\\_year\\_ending\\_Mar\\_2020.pdf](https://www.business.vic.gov.au/_data/assets/pdf_file/0011/1844876/Geelong_and_the_Bellarine_Regional_Summary_year_ending_Mar_2020.pdf)

## DESTINATION READINESS

Port Phillip Bay supports Victoria's largest recreational fishery, surrounded by the state's largest population centre. It is a dynamic marine bay and estuarine system with ecosystems and habitats that support an extensive range of fish, crustaceans and molluscs. Whether you're fishing from the shore, pier or boat, there is a diverse array of fishing opportunities from the famous big red snapper migration every Spring to amazing calamari and King George whiting fishing all year round.

There are approximately 24 locations around the bay that host 47 free to launch boat ramps, enabling safe launching and retrieval of small vessels such as canoes and kayaks through to large offshore game fishing boats. Shore based angling is increasing in popularity, particularly with families. There is ample access to piers, beaches and estuaries to throw in a line and catch black bream, flathead or even mullet. In recent years, the VFA has installed several recreational fishing reefs at the end of Altona, Frankston and Point Arlington piers, as well as St Helens rock wall for both shore and water-based fishing. In addition, there are boat based recreational fishing reefs located at Aspendale, Frankston, Kirks Point and Geelong outer harbour wall. These reefs attract all sorts of species for anglers to target.

Port Phillip Bay also hosts larger pelagic species off Port Phillip Heads. Known as 'The RIP', kingfish and tuna can be caught in what could be described as a blue water frenzy for game fishers. Scallop diving off Rye is world class and there is an emerging new spider crab fishery enjoyed by fishers in winter from culturally and linguistically diverse communities.

Alignment of Port Phillip Bay with the tourism destinations of Melbourne, Mornington, The Bellarine Peninsula and other close by destinations including the Yarra Valley provides outstanding integration opportunities.

Melbourne's Port Phillip Bay also caters very well for the local communities who choose to fish. It may not however cater well for the fishing tourist. Better business and commercial operations, including packaging that make it easier for people to access the fishing and tourism experiences would significantly help.

While fishing Port Phillip Bay is a known by many Melbournians, the opportunities are not known as well outside Melbourne and particularly outside Victoria. This is in part due to the lack of promotion of fishing in Melbourne, and partly due to the lack of commercial operator presence in the market – particularly collectively.

Boating access to the fisheries in Port Phillip Bay and around Melbourne (including Corio Bay) is critical. BBV is currently undertaking a boat ramp upgrade program designed to improve the type and capacity of ramps and associate facilities including car parks.



IMAGE 30 FISHING AT MORNINGTON PIER. SOURCE TRC TOURISM



IMAGE 31 PATTERSON RIVER BOAT RAMP – VICTORIA'S BUSIEST. SOURCE BOATSALES.COM

## APPENDIX 2. CASE STUDY 1 – SALMON FISHING – SOUTH AND SW WESTERN AUSTRALIA

In 2019, the Economic Dimensions of Recreational Fishing in Western Australia report determined that WA recreational fishers spend \$2.4 billion every year on fishing (fishing trips and travel, fishing gear and boat fishing costs) with \$1.8 billion spent on fishing trips alone. Much of that – around 80 per cent – is spent in regional WA<sup>36</sup>.

\$331 million of the spend is specifically on salmon (Arripis truttaceus) fishing<sup>37</sup>.

West Australian Salmon fisheries are considered a 'fishing icon' with broad opportunities located along the state's coast from north of Perth south to Esperance with a primary focus on the South and South West regions.

Migrating schools of salmon bring with them a migration of recreational fishers to the South and South West spending money on fuel, bait, lures, fishing gear, food, drinks, accommodation, camping gear and clothing. The study shows \$251 million is spent locally at fishing destinations with a further \$159 mill spent on local accommodation each season by the visiting salmon disciples.

The importance of the salmon run to regional businesses is particularly pronounced with 93% of the shore fishers surveyed making more than one salmon fishing trip and 72% of the boat fishers going back more than once to target salmon.

A significant finding from the survey was that three out of four of the salmon caught by recreational fishers were released. This reflects the sport fishing qualities of the salmon whereby fishers are prepared to spend on fishing trips to catch and release. This indicates that potentially each salmon represents even more value if recreationally caught (as opposed to commercially for food supply) – as many go back to fight and thus bring another angler to target another day.

The community who make the pilgrimage south each autumn on average spent a hefty \$460 per salmon fishing trip.

Another report, the 2020-published Survey Based Analysis of the Recreational Sport Fishing Value of Western Australian Salmon<sup>38</sup>, outlined that most fishers spent one day or two days fishing for salmon on any given fishing trip but had a median trip length of 3.5 days overall. Fishers did not only fish for salmon, also catching other species. More than half of the respondents (52%) participated in other non-fishing recreational activities.

Bolstering the success of salmon fisheries as a drawcard in the south and south west are their proximity to the major population and inbound travel hub of Perth, high quality accommodation covering a spectrum of price points, a good level of facilitation services (bait and equipment shops etc), and the vast array of other recreational pursuits and activities available in the south and south west as major tourism regions.

To illustrate the potential impact of promoting salmon fishing, illustrative calculations were made for Augusta-Margaret River and Albany. An extra 1000 shore-based trips and 500 boat-based trips with accommodation in the shire of Augusta-Margaret River would generate expenditure equivalent to 11 full time jobs. An extra 750 shore-based trips and 250 boat-based trips in the Albany would generate expenditure equivalent to around 7 full time jobs.

Strong support from highly organised advocacy bodies, such as RecFishWest, has ensured salmon fishing's profile in the marketplace, with recognition amongst tourism promotion authorities of its value, and more recently a good set of data to support its economic and social value.

<sup>36</sup> <https://recfishwest.org.au/catch-the-stats/>

<sup>37</sup> <https://recfishwest.org.au/news/putting-a-price-on-the-west-aussie-salmon-fishing-experience/>

<sup>38</sup> [https://recfishwest.org.au/wp-content/themes/recfish/img/temp/salmon-report-web\\_2020-02-25.pdf](https://recfishwest.org.au/wp-content/themes/recfish/img/temp/salmon-report-web_2020-02-25.pdf)



Marketing initiatives have been strong, especially around event-based programs highlighted by the Awesome Autumn of Salmon— a series of salmon fishing competitions and events. This includes the three-month, app-based Salmon Slam 2020<sup>39</sup> competition (1000 registrants pre-COVID), along with the Albany Salmon Spectacular over the Easter long weekend (April) and the Great Southern Salmon Campout (March) at Cheynes Beach.

Looking to create sustainable recreational and tourism-based salmon fishing ResFishWest has advocated that<sup>40</sup>:

- All fish in WA be managed to provide the best return to the West Australian public
- using iconic sportfish solely as a bait product is not acceptable
- measures should be taken to reduce current conflicts on beaches
- all fish stocks in WA must have clear and transparent management objectives
- it notes that there is not a sustainability issue, salmon stocks being currently very healthy and “it is these high abundances that are underpinning the great fishing we are experiencing along our coastline including a regular salmon run into Perth local waters.”



<sup>39</sup>

[https://play.google.com/store/apps/details?id=com.tournament.trackmyfish.salmonslam&hl=en\\_AU](https://play.google.com/store/apps/details?id=com.tournament.trackmyfish.salmonslam&hl=en_AU)

<sup>40</sup> <https://recfishwest.org.au/news/our-stance-on-salmon/>

## APPENDIX 3. CASE STUDY 2 – TROUT - LAKE TAUPO, NORTH ISLAND, NZ

Lake Taupo is one of the great lakes of New Zealand. It is known for its dramatic vistas, deep clear waters, superb trout and volcanic heritage. It is regarded as one of New Zealand's premier freshwater fishing destinations and is an internationally renowned trout fishery.

Lake Taupō and the wider region has identified with trout since they were introduced as a sports fish more than one hundred years ago. Brown trout were originally introduced to Lake Taupo in 1887.

The town of Tūrangi markets itself as the 'Trout Fishing Capital of the World', Taupō's waterfront is home to a large trout sculpture to welcome visitors to the town, and the region is home to the Tongariro National Trout Centre near Tūrangi. A study by APR Consultants confirmed the importance of the Fishery to the economic and social wellbeing of the region, with an annual economic contribution of up to \$29m per annum and close to 300 jobs dependent on it<sup>41</sup>.

Taupo first came to worldwide prominence when noted American author Zane Grey fished the Tongariro river in the 1920s and his writings of his fishing success brought the Taupo region to the notice of the world in "Tales of the Anglers Eldorado".

The region offers fishing for large brown and rainbow trout all year: mainly boat fishing in summer and fly fishing in winter.

New Zealand's largest lake (surface area of 616sq km) is situated in the middle of the North Island on a volcanic plateau 359 metres above sea level. Due to its very cold clean water and abundant food sources it produces huge numbers of well-conditioned fish. It is very deep in places (up to 185 metres) but has many areas that provide excellent shoreline fishing. Some of the best areas for shoreline angling are around the many stream mouths where fish congregate during the warmer months and to which they migrate during the winter spawning runs.

During the winter months huge numbers of large trout enter all the rivers and make their way upstream to spawn. This is the premier fishing time: the trout that enter the rivers are in prime condition and trophy size fish are regularly caught. The river and stream mouths are popular fishing locations. Fish tend to move up the rivers after a heavy rainfall has caused the rivers to rise (a fresh). As the water drops and clears during the winter months the fishing (using flies only) can be superb.

Summer can also offer excellent fishing on Lake Taupo. In early summer, the smelting season coincides with the return of spawning fish to the lake and some exciting fishing. During the late spring and early summer, the trout move into the shallows chasing smelt (a small fish).

Large fish can be caught either fishing from the shore or by harling a shallow lure that resembles a smelt along the shoreline.

- Taupo fishery requires a separate license from the rest of NZ
- season is open all year round
- daily bag limit of three – then stop fishing or catch & release after two landed
- minimum size 40 cm. No maximum
- no fishing from 12.00 midnight to 5 am
- maximum 3 flies or lures. Bait fishing prohibited
- Tongariro River is fly fishing only.

Accessibility and proximity to many non-fishing recreation opportunities including other outdoor recreation (hiking, mountain biking), and good food and accommodation provisions, helps bolster Taupo as a hotspot for trout fishing.

Threats to the sustainability of fishing recreation in Taupo include ongoing concerns about the pressure of human activity on the health of the lake, water quality and management and the effect on fish numbers. Resource allocation to fishery management and recognition of trout fishing as a key economic driver – specifically about inbound tourism – are also ongoing issues.

<sup>41</sup> <https://www.yumpu.com/en/document/read/53165445/the-taupo-fishery>

## APPENDIX 4. VICTORIAN FISHING HIGHLIGHTS

<<Pro Forma: Visitor Facing>> - Information to collect for Visitor facing 'Fish Victoria' destination website (**example only**)

REGION	SOUTH WEST VICTORIA – VOLCANIC LAKES & PLAINS
<b>Hero experience</b>	Southwest Trophy Trout Lakes
<b>Story</b> <i>&lt;&lt;unique selling point tag line &gt;&gt;</i>	Hook a monster trophy trout!
<b>Location</b>	200km west of Melbourne
<b>Major visitor services</b>	Camperdown (pop: 3,369)
<b>Supporting townships</b>	Colac, Cobden, Lismore, Terang, Mortlake, Ararat (Lake Bolac)
<b>Primary fish target</b>	<ul style="list-style-type: none"> <li>Trout: Rainbow, Brown, Brook, Tiger, *Cheetah*</li> <li>Chinook Salmon</li> </ul> <i>*Purumbete is the only location on mainland Australia where these species can be caught</i>
<b>Other fish targets</b>	<ul style="list-style-type: none"> <li>Perch</li> <li>Redfin</li> <li>Eel</li> </ul>
<b>Fishing style</b>	Freshwater lake. Fly fishing, trawling. Small boat, kayak, jetty and shore angling (limited in some locations)
<b>Stocking</b>	<<insert VFA stocking sites / latest info >>
<b>Fishing amenities</b>	Boat ramps, small jetties, car and boat trailer parking, fish tables (limited locations)  <potentially break down further by site?>

<b>Fishing season</b>	Year round
<b>Fishing spots recommended</b>	<ul style="list-style-type: none"> <li>Lake Purumbete &lt;&lt;+ short description&gt;&gt;</li> <li>Bullen Merri &lt;&lt;+ short description&gt;&gt;</li> <li>Lake Tooliorook &lt;&lt;+ short description&gt;&gt;</li> <li>Deep Lake &lt;&lt;+ short description&gt;&gt;</li> <li>Lake Elingamite &lt;&lt;+ short description&gt;&gt;</li> <li>Colac Lake &lt;&lt;+ short description&gt;&gt;</li> <li>Cobden Lake &lt;&lt;+ short description&gt;&gt;</li> <li>Lake Bolac &lt;&lt;+ short description&gt;&gt;</li> </ul>
<b>Maps</b>	<<Google Map>>
<b>Access advice</b>	2WD sealed road; some 2WD dirt road.
<b>Fishing permits</b>	Online: <a href="https://vfa.vic.gov.au/recreational-fishing/fishing-licence">https://vfa.vic.gov.au/recreational-fishing/fishing-licence</a> In situ: Benallack's Sports Power 203-205 Manifold Street 03 5593 1894 BP Camperdown Roadhouse 319 Manifold Street 03 5593 1716
<b>More fishing information &amp; tips</b>	Online: <a href="https://fishingmad.com.au/location/lake-purumbete">https://fishingmad.com.au/location/lake-purumbete</a> In situ: Benallack's Sports Power 203-205 Manifold Street 03 5593 1894 Lake Purumbete Holiday Park 540 Purumbete Estate Rd, Koallah VIC 3260 (03) 5594 5377 <a href="http://www.lakepurumbeteholidaypark.com.au">http://www.lakepurumbeteholidaypark.com.au</a>



## Victorian Recreational Fishing Tourism Strategy

<b>Restrictions</b>	<ul style="list-style-type: none"> <li>• 5 salmonoids per day</li> <li>• All year round</li> <li>• No size limits</li> </ul> <a href="https://vfa.vic.gov.au/recreational-fishing/recreational-fishing-guide/trout-and-salmon-regulations">https://vfa.vic.gov.au/recreational-fishing/recreational-fishing-guide/trout-and-salmon-regulations</a>
<b>Retail – tackle &amp; lure</b>	<p>Benallack's Sports Power 203-205 Manifold Street 03 5593 1894</p> <p>Lake Purrembete Holiday Park 540 Purrumbete Estate Rd, Koallah VIC 3260 (03) 5594 5377 <a href="http://www.lakepurrumbeteholidaypark.com.au">http://www.lakepurrumbeteholidaypark.com.au</a></p>
<b>Tours / guides / charters</b>	None available <<list>>
<b>Equipment hire</b>	<<list>>
<b>Fishing events</b>	<p>Lake Bullen Merri Fishing Classic &lt;&lt;web link&gt;&gt;</p> <p>Camperdown Fishing Classic &lt;&lt;web link&gt;&gt;</p>
<b>Fishing clubs</b>	<p>Camperdown Angling Club &lt;&lt;web link&gt;&gt;</p> <p>Lake Purrumbete Angling Club &lt;&lt;web link&gt;&gt;</p>
<b>Accommodation</b>	<<online links to regional tourism accommodation landing page >>
<b>Trailer-friendly accommodation</b>	<<list>>
<b>Camping</b>	<<List of camping sites, links to PV and commercial operators for booking>>

<b>OTHER ATTRACTIONS - INDIGENOUS</b>	
<b>Other attractions - outdoor</b>	<p>Volcano lake and crater walks (various)</p> <p>Botanic Gardens – Camperdown</p> <p>Bike trails (Camperdown-Timboon; Ballarat to Skipton)</p> <p>Birdwatching &lt;&lt;others&gt;&gt;</p>
<b>Other attractions - cultural</b>	<p>Antique shops</p> <p>Noorat – I Can Jump Puddles</p> <p>Lismore Discovery Trail &lt;&lt;others&gt;&gt;</p>
<b>Other attractions - events</b>	Eel Festival – Lake Bolac <<others>>
<b>General tourism information</b>	<a href="https://www.visitgreatoceanroad.org.au/towns-and-villages/volcanic-lakes-and-plains/">https://www.visitgreatoceanroad.org.au/towns-and-villages/volcanic-lakes-and-plains/</a>
<b>Visitor information centre/s</b>	<p>Camperdown: 179 Manifold St, Camperdown VIC 3260 (03) 5593 3144</p> <p>Colac: Corner of Murray Street and Queen Street, Colac, Victoria, 3250 1300 OTWAYS (689 297)</p> <p>Cobden: 1236 Camperdown Road, 3266 Cobden, VIC, Australia 0456 150 899</p>

