

# 2021-2026 Snobs Creek Fish Hatchery Strategic Plan Summary

## VFA's vision

*Healthy, sustainable fisheries for all Victorians.*

## The Snobs Creek Fish Hatchery mission

*To improve fishing outcomes for all recreational anglers through fish stocking.*

## Who we are

Snobs Creek Hatchery is a freshwater fish production facility that was established in 1948 that is owned by the State Government and managed by the Victorian Fisheries Authority. We are committed to the development and implementation of the latest expertise and technology to produce native and salmonid fish that are stocked in over 200 locations across the state.

## Our focus and priorities

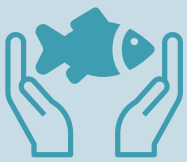
### 1. Production



#### Maximise stocked fish outcomes for recreational anglers

- Maximise stocked fish outcomes
- Improve data collection and reporting.

### 2. Conservation



#### Support the recovery of threatened and at-risk fish species

- Develop production targets for species produced at Snobs Creek Fish Hatchery
- Pioneer innovative production methods for threatened native fish species
- Contribute to the rebuilding of threatened species fish populations identified in the VFA Freshwater Fishery Management Plan.

### 3. Innovation



#### Drive innovative, sustainable and ethical fish production

- Invest in research and development for innovative fish production methods
- Trial and evaluate new methods of production
- Ensure fish health and genetic diversity meet Victorian requirements
- Improve production survival rates .

### 4. People



#### Invest in our people

- Attract and retain a highly skilled workforce
- Foster an inclusive and innovative workforce
- Promote continuous workforce development
- Promote diversity within the workforce
- Recognise and reward staff excellence.

### 5. Partners



#### Build collaborative relationships

- Develop a recreational fishing volunteer database and distribution list
- Streamline the process for stakeholder feedback on production and stocking
- Increase connections with agencies, recreational fishing community groups and private enterprise
- Promote fish production and stocking at public events, conferences and expos
- Partner with fish health experts
- Build strong and robust business relationships with private hatcheries.

