

STRATEGIC PLAN 2007

This Strategic Plan documents TARFish's vision for the future of the Association and maps how we plan to achieve this. The Plan includes those principles which will guide us, and a strategy for measuring our performance along the way.

This Plan is a working document which will be reviewed annually and modified where necessary.

This document applies to all members and delegates of TARFish.

1. VISION (What is our goal?)

To be widely recognized, respected and valued by recreational fishers, the community, the Tasmanian and Australian governments, the commercial fishing sector, relevant research bodies, and other related industries, sectors and groups as a strong independent peak body effectively representing the recreational fishing sector in Tasmania and promoting its best interests.

2. STRATEGIES (How will we get there?)

- To hold regular meetings of the Association, and encourage active participation
- To address all relevant issues (subject to resources) in a timely, balanced and professional manner
- To communicate widely and regularly with the recreational fishing community, the Government and other relevant organizations and groups
- To provide opportunity for the recreational fishing community to raise issues of concern
- To represent adequately the views and interests of particular interest groups, where appropriate, as well as the collective views of the wider recreational fishing community
- To represent the interests of the recreational fishing sector in public debate and policy development at various forums on relevant issues
- To participate actively in all relevant committees, councils, workshops, seminars and conferences including RecFAC, Recfish, TasFRAB and TAFI research groups
- To promote education and raise community awareness of recreational fishing issues, including respect for the fishery and care of the environment

- To promote and encourage increased participation in recreational fishing, particularly for women and children
- To encourage research, projects and other initiatives which conserve or improve the recreational fishery
- To promote the social and environmental importance of recreational fishing, and work to ensure that the sector receives appropriate recognition and services, including research and development
- Similarly, to secure sufficient funding for the Association to enable achievement of these objectives.

3. PRINCIPLES (What values are important to us?)

- Conservation of the recreational fishery and habitat, and ecological sustainability in all activities
- Fair access for all to the recreational fishery
- Ethical conduct — by the Association and by recreational fishers, including respect for other fishers and waters users, and the fishery
- Open and inclusive peak body which encourages participation
- Effectiveness, efficiency and accountability in all TARFish activities.

4. ASSESSMENT (How will we know if we have succeeded?)

- Through the level of inclusion of TARFish in all relevant issues and forums, by Government and relevant organizations and groups
- Through community awareness of TARFish and its activities
- Through adoption of TARFish policies and views by Government and other policy developers
- Through successful completion of value-adding projects and other initiatives, particularly ecosystem maintenance or enhancement
- Through successful initiation of appropriate research by relevant institutions
- By securing adequate financial support for the Association
- Through an annual review of this Strategic Plan, the Annual Operating Plan and Vision Statement, with a report to the AGM and the Minister
- As evidenced by the level of commitment and dedication to TARFish by members and delegates.