

## OUR PURPOSE

To champion recreational fishers and satisfying recreational fishing experiences for all Tasmanians

## OUR GOAL

To protect, promote and create sustainable, accessible, enjoyable and safe fishing for the benefit of Tasmanians

## OUR PRINCIPLES

1. Ethical conduct by the Association and recreational fishers
2. Open and inclusive peak body which encourages participation
3. Effectiveness, efficiency and accountability in all our activities

## OUR PRIORITIES

1. Fair and protected access to well managed fisheries
2. Abundant fish stocks
3. Healthy habitats
4. Safe, easy and inclusive access
5. Robust science and best fishing practice

### 1. GROW OUR INFLUENCE

(Leadership and Advocacy)

Effectively represent the interests of recreational fishers amongst governments, stakeholders and key influencers to support decision making that protects and improves recreational fishing experiences

1.1 Better leverage government access and make active contribution to policy, regulation and legislation development

1.2 Improve perception and public presence through fearless advocacy, education and story telling through news, social media and own channels

1.3 Increase organisational and individual membership

### 2. A STRONG, VIABLE ORGANISATION

(Funding and Governance)

Mitigate risks to TARFish through appropriate, professional governance and prudent financial management

2.1 Strengthen Board and Executive capability, capacity and organisational governance

2.2 Deliver agreed services to Government and explore new opportunities for service delivery both government and non-government

2.3 Develop funding models and sustainable funding streams to improve financial security

### 3. DELIVER RESULTS FOR RECREATIONAL FISHERS

(Predictable success)

Demonstration of results achievement through relentless focus on identified and documented priorities

3.1 Provide opportunity for recreational fishers to raise relevant issues and broadly consult with members and the wider fishing community to inform policy and position development

3.2 Effectively communicate with and educate recreational fishers on topics relevant to recreational fishers together with the activities, progress and outcomes achieved by TARFish

3.3 Promote and use best available science