



2018 Recreational Fishers Survey



May 2018

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About the Research

background

There are a large number of Australians who fish recreationally. With the Australian community being an important stakeholder for organisations like Fisheries Research and Development Corporation (FRDC), it is important to examine the level of engagement it has with the broader community and the level of interest and involvement the general public and importantly recreational fishers want with research and development.

Having undertaken similar research in 2011, it was seen as prudent to refresh the research and insights in 2018 to understand any changes in perceptions, attitudes and behaviour. The research targeted the recreational fishing community and enquired about research and development and more specifically their engagement, if any, with FRDC. Given the diversity of opinions likely among recreational fishers, it was agreed that focus should be directed towards the more serious recreational fishers, that is those who do so regularly. This was defined as people who fish at least six times a year, making in any assessment fishing a regular if not primary leisure activity for these people.

With that as context, we move to provide an overview of the 2018 design.

research objectives

The aim of the research was to track a range of measures including, among others:

- Recreational fishing experience;
- Sentiment around the recreational fishing industry;
- Interest and involvement in research and development;
- Sources of information about research on fishing and aquaculture;
- Awareness and engagement with FRDC and their communications;
- Satisfaction with FRDC;
- Sustainability of the Australian fishing industry.

The quantitative research involved an online survey of a sample of randomly selected adult Australians (aged 18 years and over) who fish recreationally at least six times a year. The survey took approximately 10 minutes to complete.

In total, n = 504 surveys were completed over the period. The research was conducted over the period 19th April to 27th April 2018.

Respondent demographics from the survey were representative of ABS population estimates across states to ensure the final results appropriately reflected the current size and structure of the Australian population (by state)

The key findings from the research now follow.

Scorecard & Key Insights

Engagement of Rec Fishers



51% (no change on 2011)
were aware of FRDC before completing the research



14%
are familiar with at least one of FRDC's initiatives (RAC's, Rec Fishing programs, Rec Fishing projects)



14%
are connected with FRDC either through the FRDC website or FISH magazine

Rec Fishers and Industry



74% (up 18% on 2011)
are positive about the future of the recreational fishing industry over the next 12 months



62% (down 17% on 2011)
are concerned about the general public's perceptions of recreational fishing

Rec Fishers and FRDC



7.8 (out of 10. down 0.2 on 2011)
mean rating of how important it is for fishing and aquaculture in Australia to have an organisation like FRDC

Satisfaction and Perceptions of FRDC



7.0 (out of 10. up 1.0 on 2011)
mean rating of the satisfaction that contributions FRDC received from the industry are being invested wisely

74% (up 38% on 2011)
agree that FRDC understands the needs of the industry

63% (up 40% on 2011)
agree that they are familiar with FRDC and what they do

56% (up 35% on 2011)
agree that FRDC is approachable and makes it easy to discuss new ideas around R&D

54% (up 33% on 2011)
agree that they follow what FRDC are doing as it influences what they do

1

Rec Fishers are increasingly buoyant about the future of the industry, but remain concerned about the perceptions held by the general public about them.

2

Rec Fishers continue to indicate an appetite for R&D content related to the industry, and as such are a potential audience for suitably crafted communications from FRDC.

3

The environment and overfishing are front and centre in the challenges identified by Rec Fishers.

4

Not all Rec Fishers are aware of or engaged with FRDC. While that is perhaps not unexpected, the feedback suggests those that are aware acknowledge the importance for the industry of having an organisation like FRDC and are generally satisfied with what FRDC achieves. The results point to an uplift across a range of increases about what and how FRDC engages with Rec Fishers.

5

There remains some confusion about the role and responsibilities of FRDC. There is likely to be value in more clearly articulating FRDC's role and remit to those Rec Fishers aware of FRDC. This is likely to be best achieved through FRDC's existing communication channels along with industry channels.

Detailed Findings

DETAILED FINDINGS

Industry Sentiment

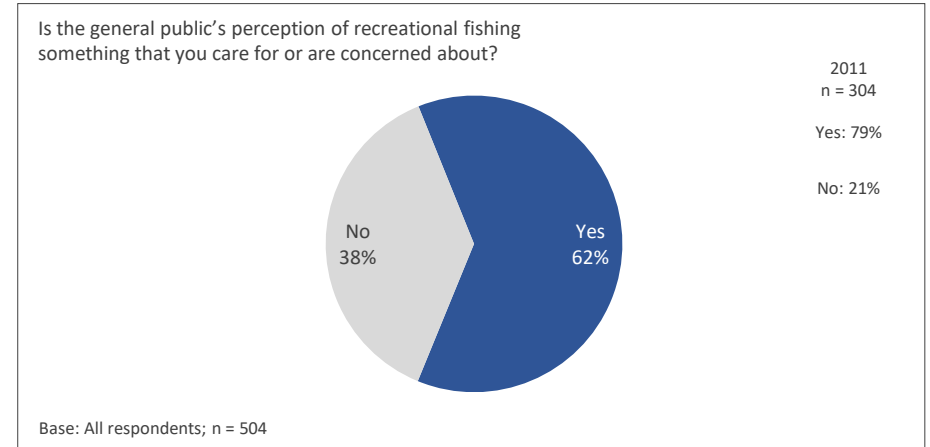
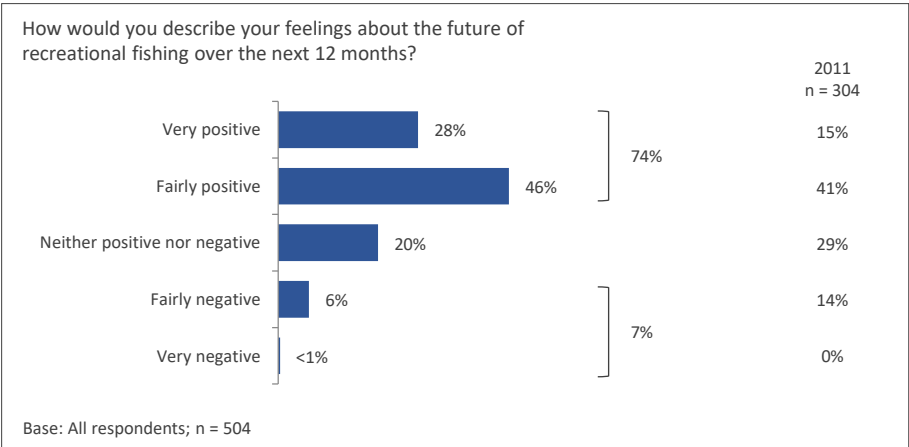
Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry



Industry Sentiment by Key Segments

	% Positive	Fishing Frequency	Fishing platform	Member of a club / association	Gender	Age Group	State
Above overall	90%						
	85%	More than once a week: 84%	Lake / Dam: 86%				
Overall	75%	Once a week: 79% Once a month: 76%	Offshore: 77%	Yes: 78%	Male: 76%	45+: 74%	NSW/ACT: 79% WA/NT: 77% VIC/TAS: 75%
	74%	Once a fortnight: 71%	Estuary: 74% River: 72% Inshore: 72%	No: 72%		< 45: 73%	
Below overall	70%				Female: 69%		
	65%	Six times a year: 66%					QLD: 66%
	60%						SA: 63%

*Small sample size (n < 30). Results are indicative only.

What we asked:

How would you describe your feelings about the future of recreational fishing over the next 12 months?

Is the general public's perception of recreational fishing something that you care for or are concerned about?

Industry Sentiment

Interest and Involvement in Research and Development

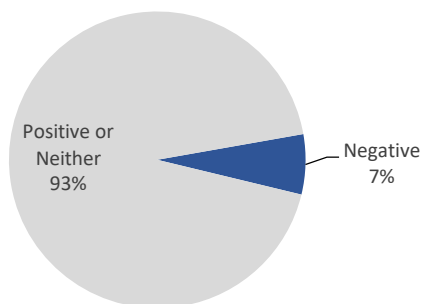
FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

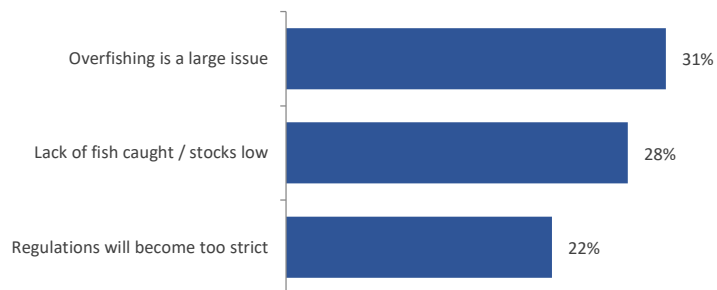
Sustainability of the Industry

How would you describe your feelings about the future of recreational fishing over the next 12 months?



Base: All respondents; n = 504

And why do you say you are [fairly/very] negative about the future of recreational fishing over the next 12 months?



Base: All respondents who are negative about the future of recreation fishing; n = 33
Answers shown only if responses made by n = 5 or more.

Some of what they said...

Overfishing

"Because waters are being over fished and not being policed by the fisheries department!!!!"

"Australia is overfished by overseas trawlers that come here and pillage the seas."

"Over fish of stock in river and ocean. Increase of limits should be place."

"Areas are being over fished by commercial fishing."

Lack of fish caught

"I have fished from Victoria to Far North Queensland along the coast and now in South Australia and have been totally disappointed with the lack of fish caught by myself and talking to others, they have the same experience."

"Estuaries under tremendous pressure from not only the amount of recreational boaters and fishers but also from development that is increasing run-offs but also reducing fish habitats where majority of fish spawn."

Regulations

"Not many fish around ,having to throw back dead fish to meet bag limits and etc., I am all for protecting our fish stocks but there has gotta be a better way than killing fish."

"Government restrictions on fishing while letting corporations get away with lots of excessive fishing due to the corporations paying polities and Gov dept heads lots of money."

"With all the restrictions the greens want the Government to implement, the outlook does not look good."

What we asked:

How would you describe your feelings about the future of recreational fishing over the next 12 months
And why do you say you are [fairly/very] negative about the future of recreational fishing over the next 12 months?

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

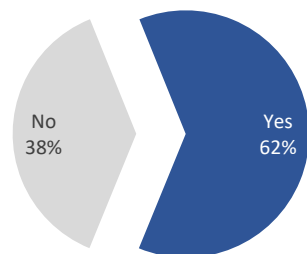
Sustainability of the Industry

Is the general public's perception of recreational fishing something that you care for or are concerned about?

2011
n = 304

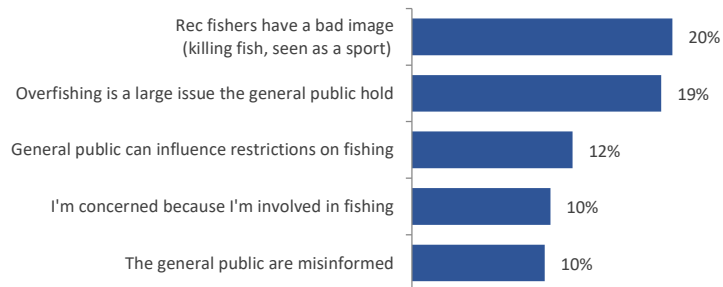
Yes: 79%

No: 21%



Base: All respondents; n = 504

And why are you concerned about the perception of the general public?



Base: All respondents who are concerned about the general public's perception and provided an answer; n = 241
Answers shown only if responses made by n = 20 or more.

Some of what they said...

Rec fisher image

"If the public were to see the image of fishing to become more negative, especially with the increase in veganism, the impact on being able to purchase high quality gear at an affordable rate would diminish."

"Because there's a few people who do the wrong thing that make all recreational fishers look bad. That leads to further regulations."

"I don't want people to think that I am harming animals. I release most of what I catch and eat what I can from my catches."

Overfishing

"They think that we are being fished out but quotas (if followed) are fair and allow for the fish population to increase."

"That people are catching within their limits not wasting or over fishing being responsible to their environment."

"Some people think that the world's oceans are overfished but that is only due to commercial fishermen."

Restrictions

"They have created a lot of rules and I would still like to be able to have the occasional fish as it is relaxing to sit on the shore with the line out, regardless if you catch anything or not."

"With the wrong perception then the general public will vote for more closures of fishing areas to 'Protect' the fish without knowing the full facts."

"Because if the general public is unhappy they may push for fishing to be banned."

What we asked:

Is the general public's perception of recreational fishing something that you care for or are concerned about?
And why are you concerned about the perception of the general public?

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

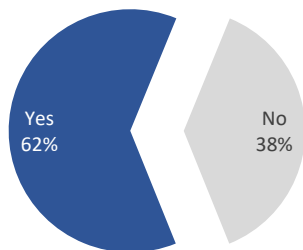
Sustainability of the Industry

Is the general public's perception of recreational fishing something that you care for or are concerned about?

2011
n = 304

Yes: 79%

No: 21%



Base: All respondents; n = 504

And why **aren't** you concerned about the perception of the general public?

Just not concerned / I believe I'm not doing anything wrong / I just enjoy fishing

77%

General public are misinformed

13%

Base: All respondents who aren't concerned about the general public's perception **and** provided an answer; n = 166
Answers shown only if responses made by n = 20 or more.

Some of what they said...

No concern

"I always do the right thing, i.e. bag limits, size limits, leave where I fish cleaner than when I found it, so I don't really care about other's perceptions."

"I fish because it's a fun thing to do and you can provide yourself with a meal and that has nothing to do with the general public."

"There are too many people with options about issues that they have no idea what they involve. Just make noise to be fashionable."

"Fishing is about spending time with our children doing something fun, we've not actually managed to catch anything recently!!"

"I fish with my father for enjoyment, and to get a feed. Why should I worry about the general public's views?"

"Because if it is something that I enjoy and it is legal, it doesn't matter what other people think."

"I like to fish and don't care what people think. I only take what I can eat and put the rest back."

Misinformed

"I don't believe that all that many people go fishing any more and the noise made by those claiming to represent recreational anglers is over rated."

"I'm happy with fishing and I don't care what others are thinking about it, because they are generally misinformed or have no idea about fishing."

What we asked:

Is the general public's perception of recreational fishing something that you care for or are concerned about?
And why aren't you concerned about the perception of the general public?

DETAILED FINDINGS

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

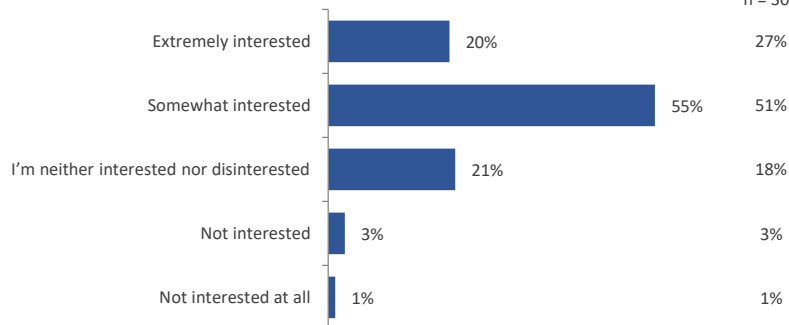
Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

How interested are you in information and stories relating to the latest research and development in fishing and aquaculture?

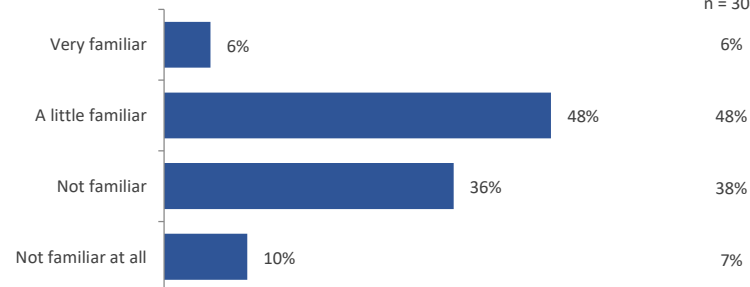
2011
n = 304



Base: All respondents; n = 504

Familiar with the research and developments that have occurred in the past few years

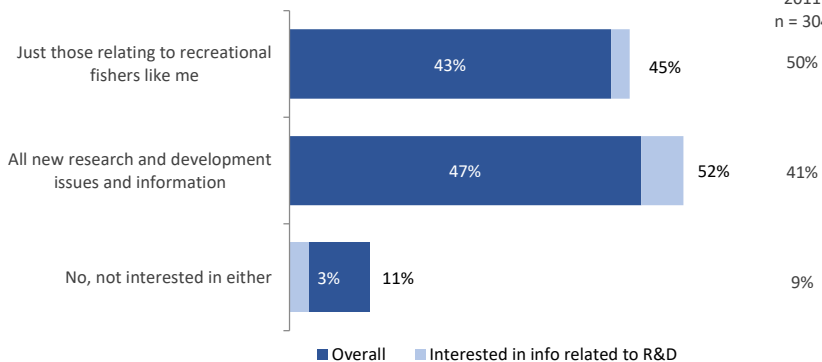
2011
n = 304



Base: All respondents; n = 504

Interest in new developments

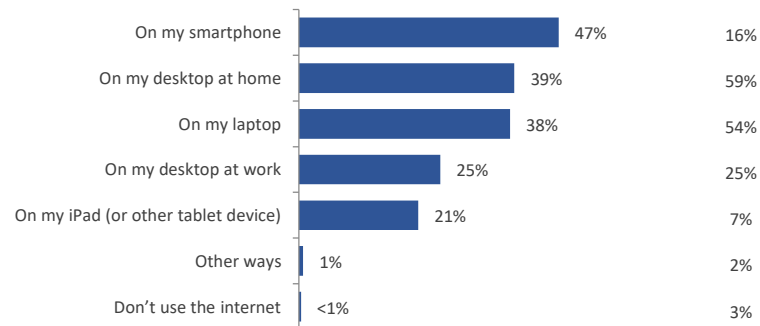
2011
n = 304



Base: All respondents; n = 504

How do you usually search the internet for information?

2011
n = 304



Base: All respondents; n = 504

What we asked:

How interested are you in information and stories relating to the latest research and development in fishing and aquaculture?

And are you interested in new developments that relate just to recreational fishers like yourself or new developments and research that relate to other parts of fishing and aquaculture?

How familiar would you say that you are with the research and developments that have occurred in fishing and aquaculture in the past few years?

How do you usually search the internet for information?

Industry Sentiment

Interest and Involvement in Research and Development

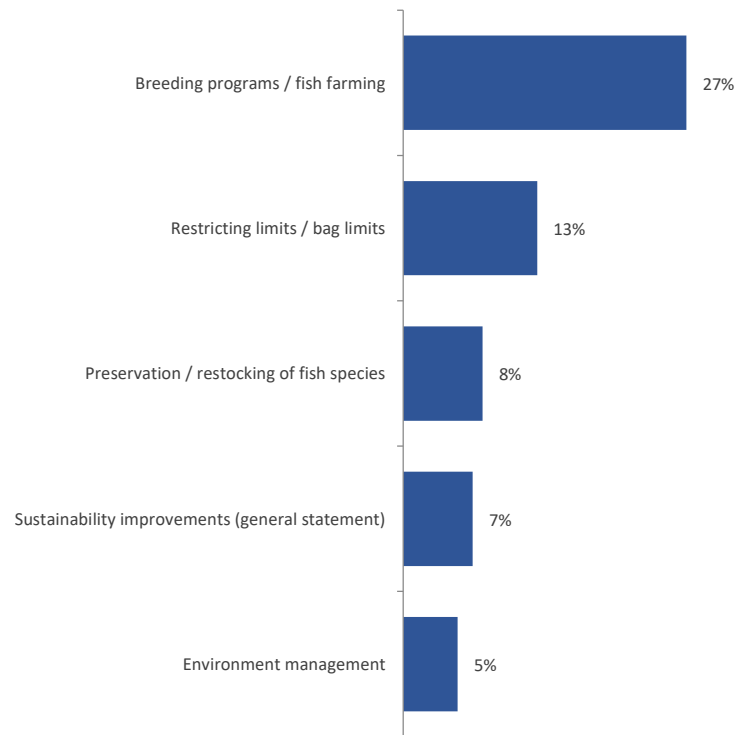
FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

What has been in your opinion the most successful advancement for fishing and aquaculture that has come from research and development?



Base: All respondents who provided an answer; n = 211
Answers shown only if responses made by n = 10 or more.

Some of what they said...

Breeding programs

"We recently (2 years ago roughly) had small fish put into the lake system at Tabourie - the results of that on the fish population are being seen now - there must be bigger and better things than that though such as artificial reefs which seem to be very popular with several fishing areas requesting them."

"To learn fish habits and breeding requirements. To monitor fish quantities captured via fishing licences held. breeding programs to restock fish populations. Tropical reef life and damages to the reef and its causes."

"The use of 'no fishing' or 'no-take' zones during crucial times of the year, and the setting up of reserves for fish as breeding and spawning areas to safeguard the future of recreational fishing."

"The growth of production in carnivorous species such as salmon, catfish, shrimp etc. which has been driven by trade and economics of larger farming industries."

"Fish farms where fish are bred and released to maintain population levels."

Bag limits

"The increase of size limits of catches & reduction of bag limits of catches. The only issue though, is how is this being enforced?"

"Bringing in the rules for bag limits so there is a sustainable amount of fish and balance."

"Bag size limits so that there is a sustainable environment for everyone."

"Bag sizes, size of legal fish, green zones, trawler number reductions."

What we asked:

What has been in your opinion the most successful advancement for fishing and aquaculture that has come from research and development?

Industry Sentiment

Interest and Involvement in Research and Development

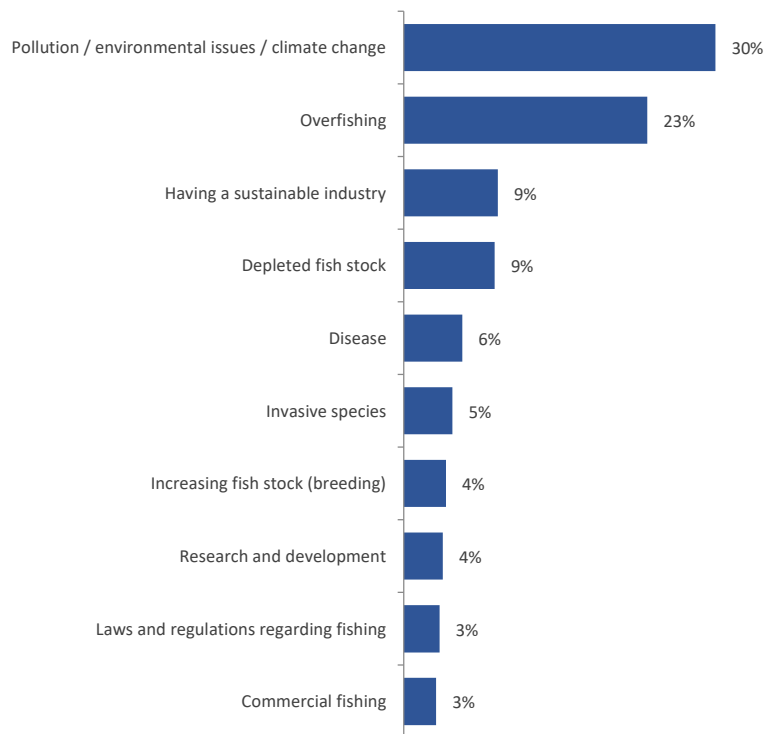
FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

And what in your opinion is the most significant challenge that fishing and aquaculture in Australia has to face in the next five years? Do you think research and development can and should have a role to play in resolving this issue?



Base: All respondents who provided an answer; n = 323
Answers shown only if responses made by n = 10 or more.

Some of what they said...

Environment

“In my opinion I believe the most significant challenge will be managing & looking after our waterways & fish habitat. I think research & development can help in resolving this issue by investigating ways to manage water quality, water levels & fish habitat to help protect it from invading plant & fish species, soil erosion & farming water runoff.”

“The changing environment, it's not only overfishing that will affect populations but changes in temperature and from that environment (corals etc.). I guess will have to predict the changes in populations and adjust restrictions before the populations drastically change.”

“The ongoing pollution of our waterways which affects aqua stock and I think that research has a good understanding in combating this issue. At this stage our government departments are putting adequate steps in educating the public, but I feel more could be done.”

Overfishing

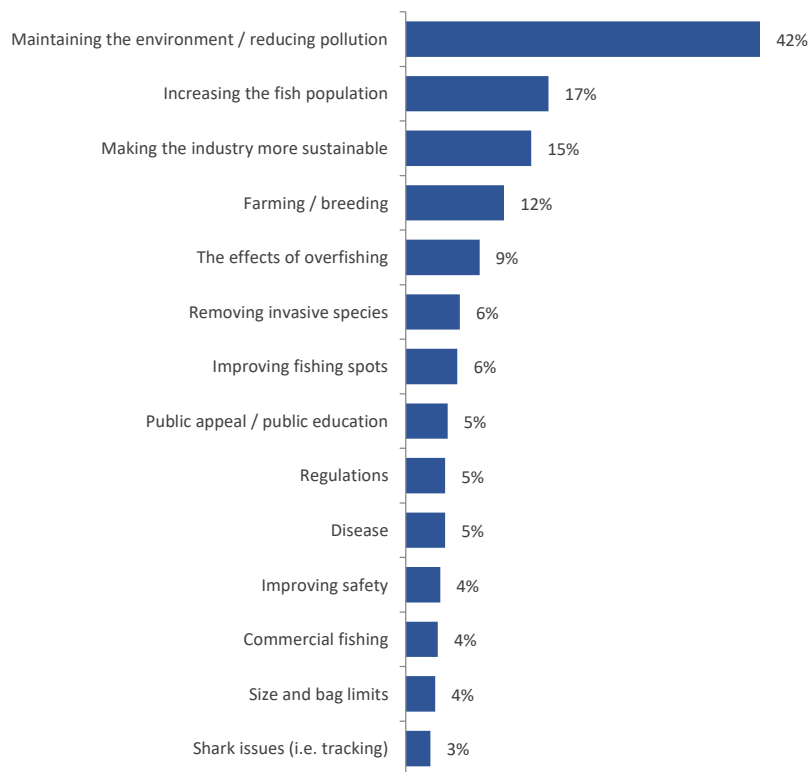
“I believe the overfishing in the Indian and pacific oceans by fishing fleets from Asia is a particularly big concern. You see it in the number of Tuna especially Blue & Yellow fin as well as other bread and butter species in Australia. We do a great job of protecting our waters but the risk of overfishing elsewhere does place us at risk. Australian waters need to be protected from these Super Trawlers from elsewhere.”

“Overfishing - both by recreational fishermen and professionals. In all the years we've been fishing, we've never encountered anyone from Fisheries & Wildlife checking anyone's catches around the Bay. Bermagui has occasionally had visits from F&W but never in Port Phillip Bay. And we know there are fishermen out there who keep undersize and go way over the bag limits.”

What we asked:

And what in your opinion is the most significant challenge that fishing and aquaculture in Australia has to face in the next five years? Do you think research and development can and should have a role to play in resolving this issue?

What are the three areas where you believe more research needs to be done?



Base: All respondents who provided an answer; n = 341
 Answers shown only if responses made by n = 10 or more.

Some of what they said...

Maintaining environment

“More research needs to be carried out into to effects of fishing on fish stocks overall, the effect that global warming is having on fish stocks and how aqua farming can be increased without adverse environmental effects.”

“Manipulating public perception particularly about changing habits to reduce pollution, reducing the need for potentially harmful chemicals in agriculture and monitoring the health of oceans and waterways.”

“Methods for cleaning waterways/oceans especially in relation to plastics and micro plastic Impact of coal seam gas mining on Artesian water Effect of water drawing on river ways & river systems.”

“To ensure water quality in lakes and rivers are looked after. What types of fish are being caught. Ensure that certain types of fish will not be extinct by over fishing.”

Increasing population

“How to increase numbers of fish how to fairly restrict fishing limits how to keep costs down.”

“How to keep the fish population up and how to help fish with global warming.”

Sustainability

“More sustainable Aquaculture - i.e. more species other than Tuna, Kingfish and the like. “

“Sustainable farming, natural feed, better health of the fish without having to use antibiotics.”

What we asked:

What are the three areas where you believe more research needs to be done?

DETAILED FINDINGS

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

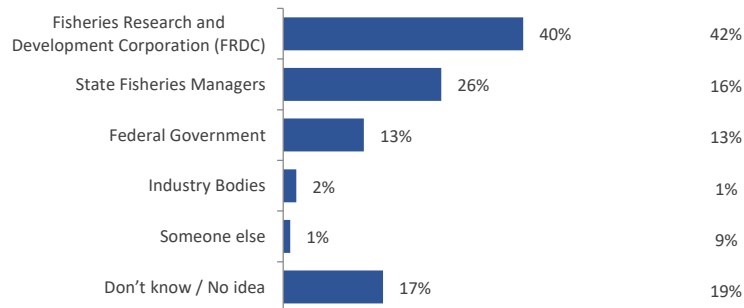
Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

To the best of your knowledge which organisation is responsible for managing and investing in Research and Development for fishing and aquaculture across Australia?

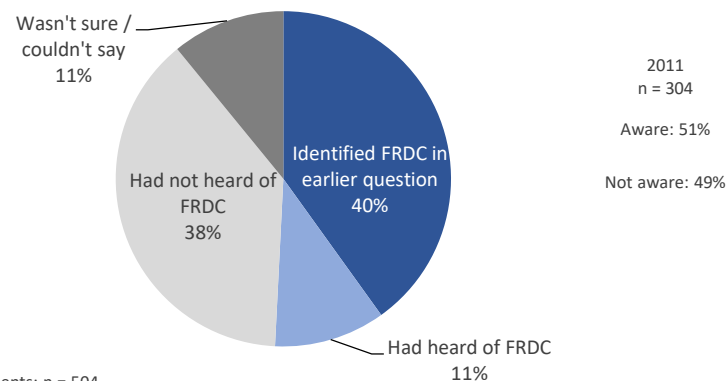
2011
n = 304



Base: All respondents; n = 504

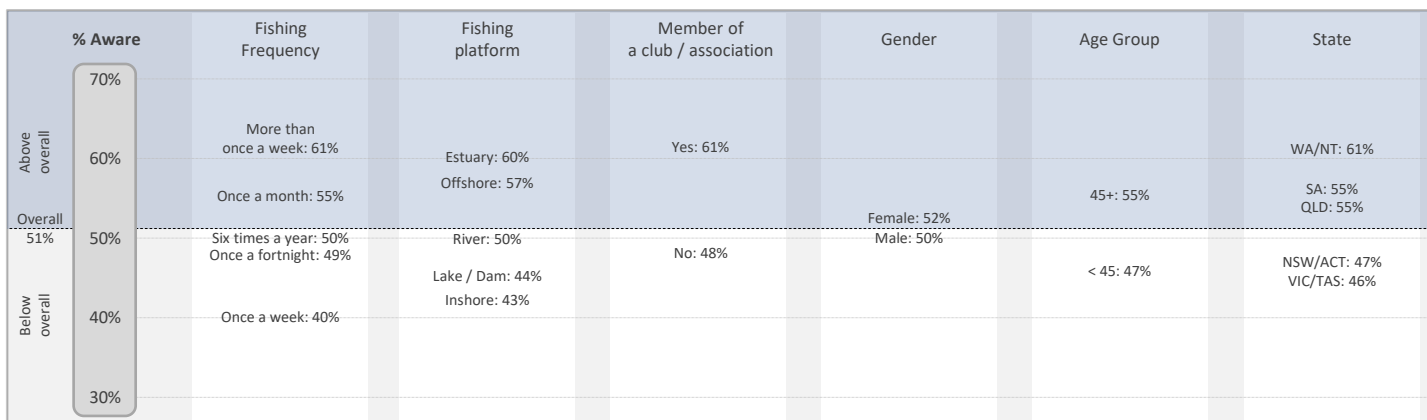
Before today had you heard of the Fisheries Research and Development Corporation or FRDC?

2011
n = 304



Base: All respondents; n = 504

Awareness of FRDC by Key Segments



*Small sample size (n < 30). Results are indicative only.

What we asked:

To the best of your knowledge which organisation is responsible for managing and investing in Research and Development for fishing and aquaculture across Australia?

Before today had you heard of the Fisheries Research and Development Corporation or FRDC?

Industry Sentiment

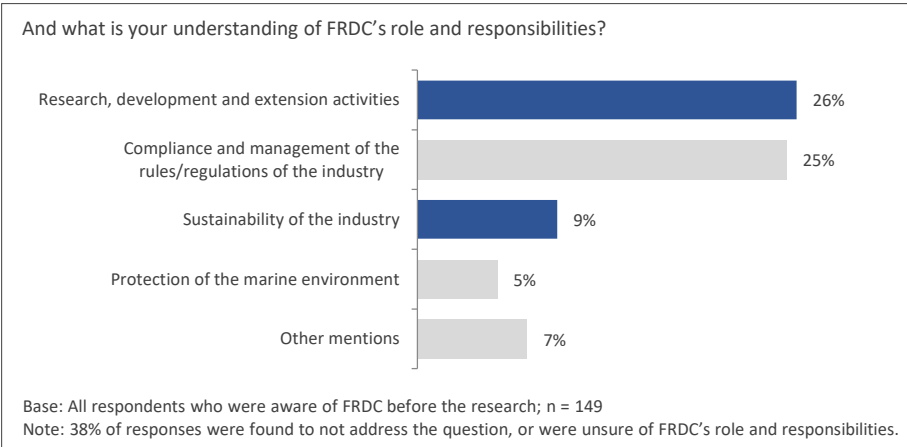
Interest and Involvement in Research and Development

FRDC Awareness

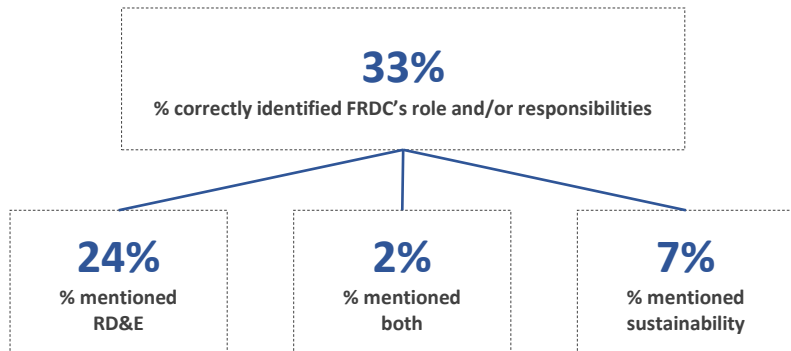
Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry



% who correctly identified FRDC’s role and/or responsibilities:



Some of what they said...

RD&E

“Research long term fishing trending and developing strategies to adopt to change and identifying issues and consequences with national aquatic wildlife inc. global warming, increased Vernon, net fishing etc.”

“To oversee, development and research of the fishing industry. They are responsible for the licencing, educating and management of the fishing industry in Australia.”

“I only have a little knowledge of it. As I understand it collects data and research from state bodies to develop a national approach to marine management.”

“Fishing and aquaculture development, research and marketing. Facilitate greater understanding to the layman about issues.”

“Managing and investing in Research and Development for fishing and aquaculture across Australia.”

“Invest in fisheries and aquaculture by research, monitoring, growing, reporting.”

Sustainability

“To maintain fishing for everybody and to see that we can sustain the way we currently fish or do we need to change these rules to make sure we don't overfish etc.”

“Ensuring the viability of the recreational and commercial fishing industries for the future through research and technology.”

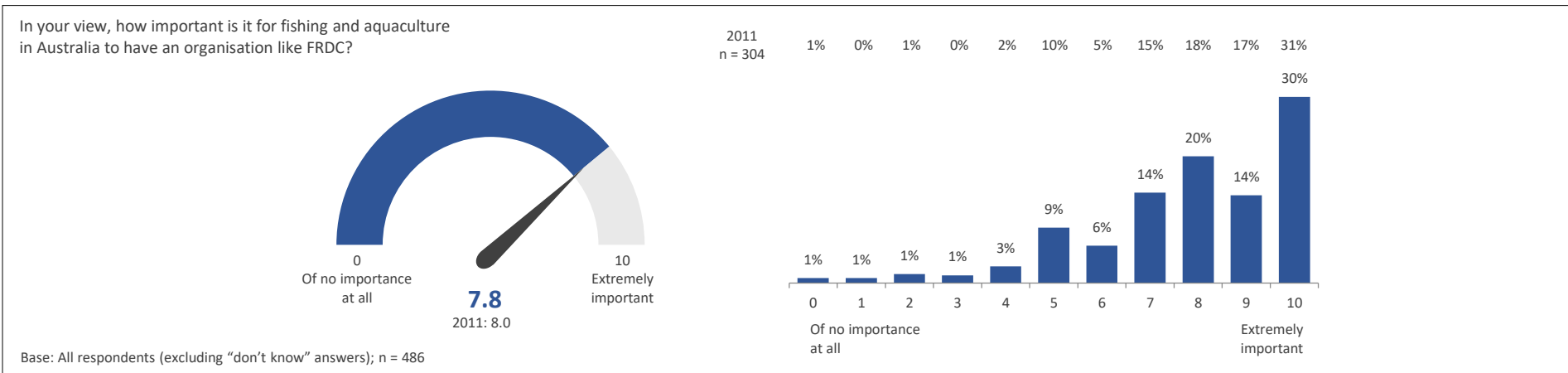
“To ensure the future of fish numbers and the health of fishing areas for future sustainability.”

What we asked:

And what is your understanding of FRDC’s role and responsibilities?

DETAILED FINDINGS

- Industry Sentiment
- Interest and Involvement in Research and Development
- FRDC Awareness**
- Engagement with FRDC
- Satisfaction with FRDC
- Sustainability of the Industry



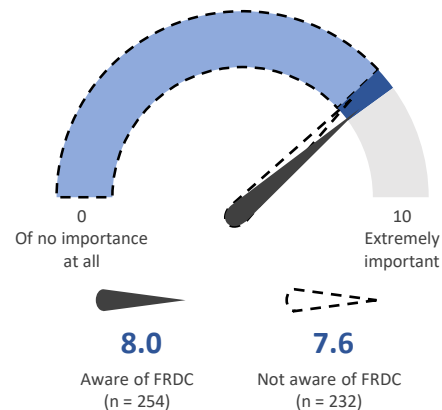
Is there a difference in importance between those who were already aware of FRDC, and those who had just learned about them?

For those who had just learned about FRDC, we shown them the following text:

The Fisheries Research and Development Corporation (FRDC) is a co-funded partnership between the Australian Government and the fishing industry. Its primary role is to invest in fisheries research, development and extension (RD&E) activities throughout Australia.

The FRDC aims to maximise the benefits from its investment by ensuring that it is well targeted, meets governments' and industry's RD&E priorities, and builds on previous work.

The FRDC's investments in RD&E activities benefit fishing and aquaculture: commercial (wild catch and aquaculture), recreational and indigenous. The FRDC collaborates with its key stakeholders to coordinate, and direct its investment to best address RD&E priorities. In addition, the FRDC monitors and evaluates the adoption of RD&E to inform future decisions.



What we asked:

In your view, how important is it for fishing and aquaculture in Australia to have an organisation like FRDC?

DETAILED FINDINGS

Industry Sentiment

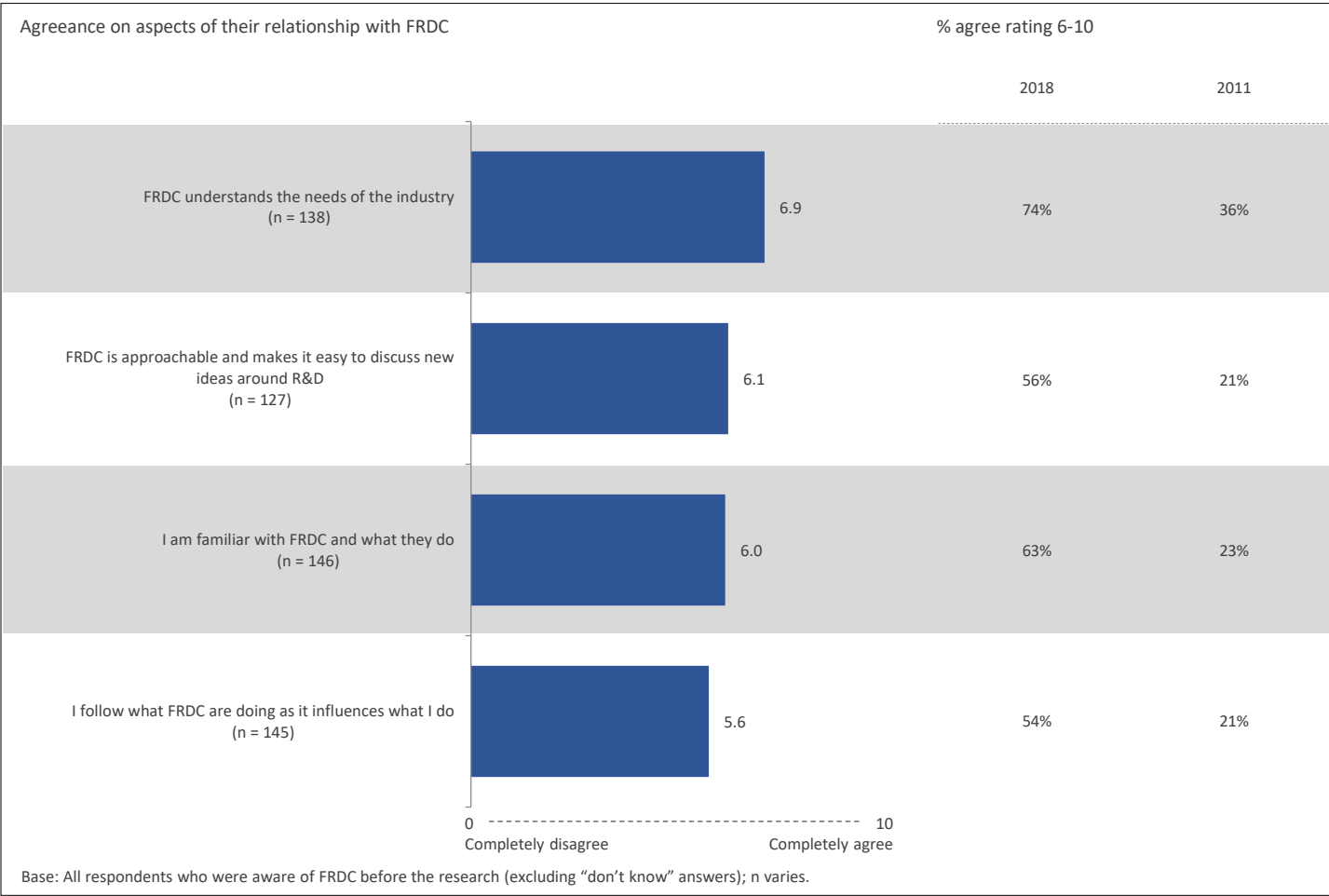
Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry



What we asked:

Please think about your relationship with FRDC. Please rate how strongly you agree with each of the following statements, one using a scale of 0 – 10 where 10 means you completely agree and 0 means completely disagree.

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

Summary of awareness of FRDC initiatives

Aware of at least one **49% | 51%** Unaware of any

42%

Aware that FRDC has RAC's in each state

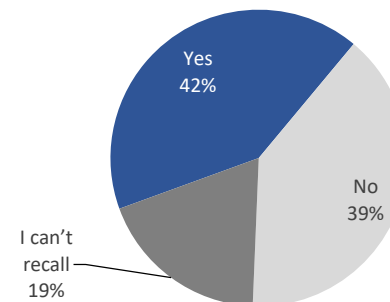
33%

Aware that FRDC has a Rec Fishing subprogram

11%

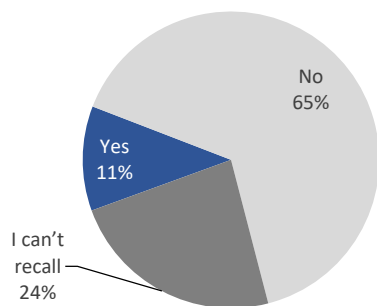
Aware of rec fishing projects that FRDC has funded

Aware that FRDC has a Research Advisory Committee in each state



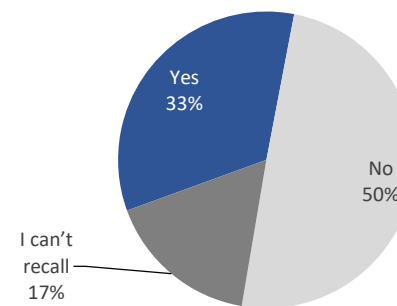
Base: All respondents who were aware of FRDC before the research; n = 149

Aware of any of the projects relevant to recreational fishing which the FRDC has funded



Base: All respondents who were aware of FRDC before the research; n = 149

Aware that FRDC has a Recreational Fishing subprogram



Base: All respondents who were aware of FRDC before the research; n = 149

What we asked:

Are you aware that FRDC has a Research Advisory Committee (RAC) in each state with representation from fishing and aquaculture including recreational fishers to help plan and assess research applications?

Are you aware that FRDC has a Recreational Fishing subprogram with its own portfolio and budget to invest in research which is made up of an expert groups from all around Australia to help plan and assess research applications to address needs and opportunities of the recreational sector?

Are you aware of any of the projects relevant to recreational fishing which the FRDC has funded?

DETAILED FINDINGS

Industry Sentiment

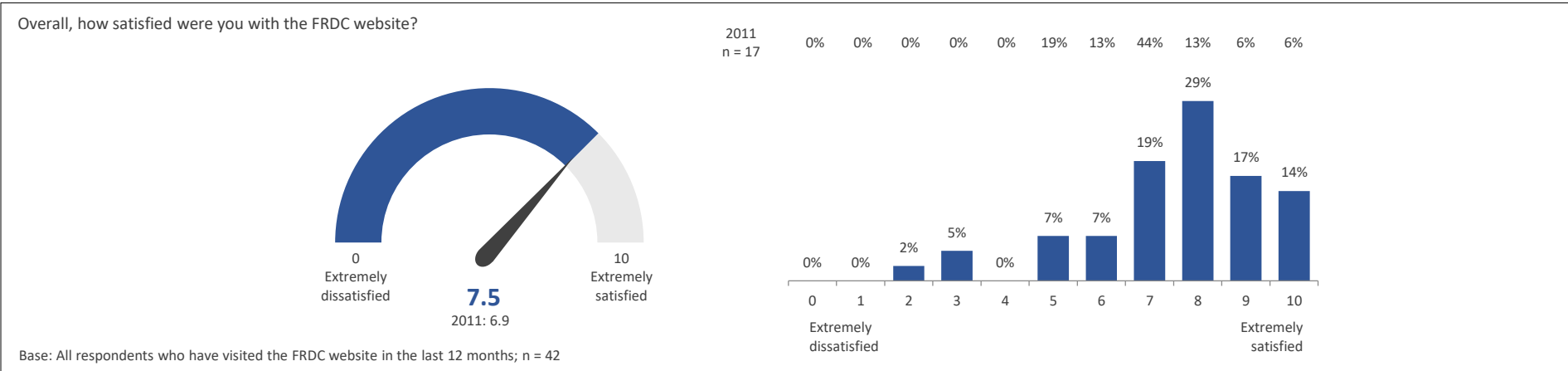
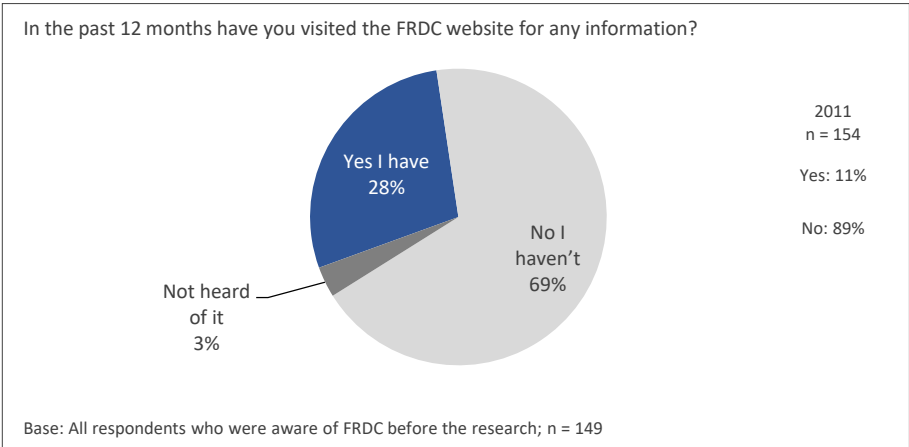
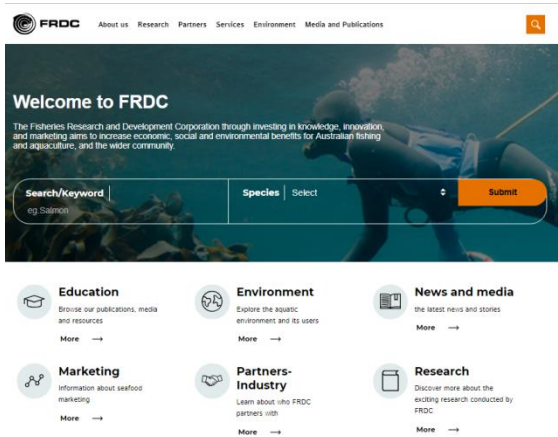
Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry



What we asked:

In the past 12 months have you visited the FRDC website for any information?
Overall, how satisfied were you with the FRDC website?

DETAILED FINDINGS

Industry Sentiment

Interest and Involvement in Research and Development

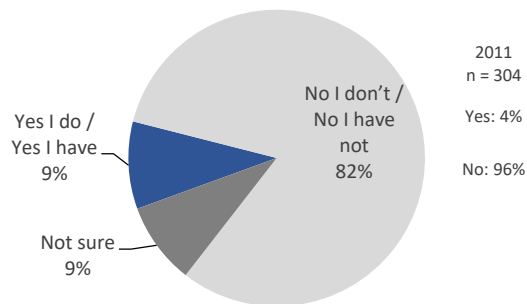
FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

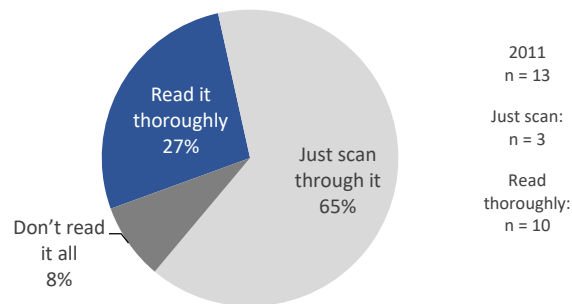
Sustainability of the Industry

Do you / Have you received the FISH magazine?



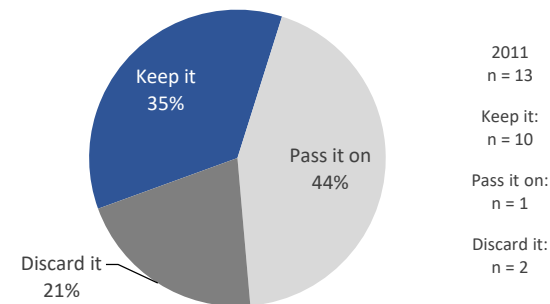
Base: All respondents; n = 504

What best describes what you usually do with FISH



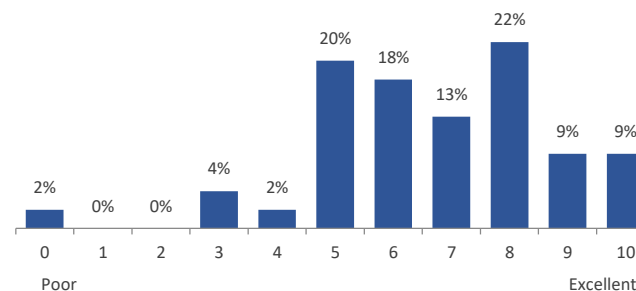
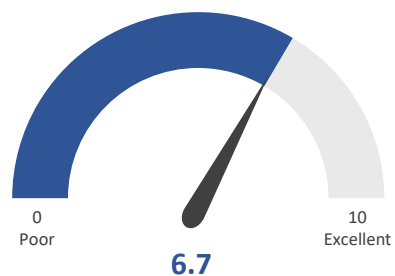
Base: All respondents who receive / have received FISH; n = 48

What do you do with FISH once you've read it



Base: All respondents who receive / have received FISH; n = 48

Overall, how satisfied are you with the FISH magazine?



Base: All respondents who receive / have received FISH; n = 48

What we asked:

FRDC produces the quarterly FISH magazine. Do you or have you received or read the FISH magazine? Which of the following best describes what you usually do when you receive the FISH magazine? Would you say you...

Do you keep your copy of FISH, pass it on to other work colleagues or people in the industry or discard it once you read it?

Overall, how satisfied are you with the FISH magazine?

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

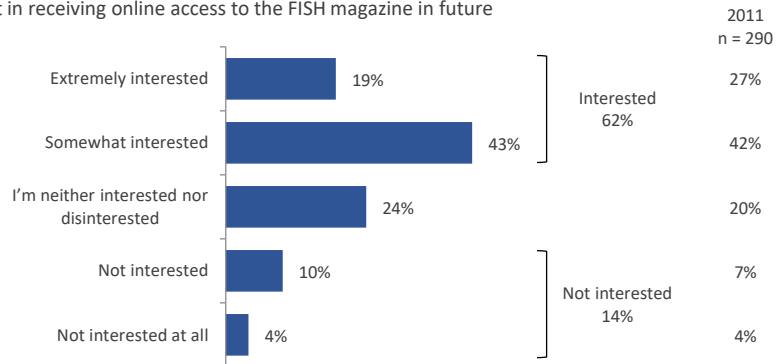
90%

of respondents who do not receive, or have not received the FISH magazine were asked about their interest in receiving it online

FISH is the official magazine of the Fisheries Research & Development Corporation which is published quarterly. A hard copy version is distributed widely throughout the industry via direct mail and an online copy is available at www.frdc.com.au free of charge.



Interest in receiving online access to the FISH magazine in future



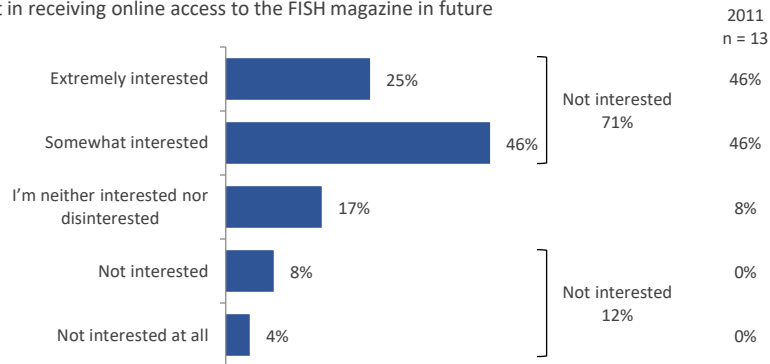
Base: All respondents who do not / have not received FISH; n = 456

10%

of respondents who receive, or have received, the FISH magazine were asked about their interest in receiving it online



Interest in receiving online access to the FISH magazine in future



Base: All respondents who receive / have received FISH; n = 48

What we asked:

FRDC produces the quarterly FISH magazine. Do you or have you received or read the FISH magazine?
How interested would you be in receiving online access to the FISH magazine in the future?

DETAILED FINDINGS

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

Aware of at least one **49%** | **51%** Unaware of any

Awareness of FRDC initiatives by key metrics

		Unaware	Aware of at least one
<i>Industry Sentiment</i>	Base	76	73
	Very Positive	29%	47%
	Fairly Positive	49%	44%
	Neither positive nor negative	20%	3%
	Fairly Negative	0%	7%
	Very Negative	3%	0%
<i>Concerned about General Public's Perception</i>	Base	76	73
	Yes	62%	77%
	No	38%	23%
<i>Interest in info and stories relating to R&D in fishing and aquaculture</i>	Base	76	73
	Extremely interested	20%	37%
	Somewhat interested	61%	58%
	I'm neither interested nor disinterested	18%	5%
	Not interested	1%	0%
<i>Interest in rec fisher info or all research</i>	Base	76	73
	Just those relating to recreational fishers like me	46%	56%
	All new research and development issues and information	49%	44%
	No, not interested in either	5%	0%

		Unaware	Aware of at least one
<i>Familiarity with R&D in fishing and aquaculture</i>	Base	76	73
	Very familiar	7%	16%
	A little familiar	64%	64%
	Not familiar	25%	16%
	Not familiar at all	4%	3%
<i>Importance of having an org like FRDC</i>	Base	74	73
		7.7	8.4
<i>Satisfaction that contributions are being invested wisely</i>	Base	65	72
		6.6	7.3
<i>Think the Aus fishing industry is currently sustainable</i>	Base	76	73
	Yes I do	30%	60%
	No I don't	37%	26%
	Not sure / I don't know	33%	14%
<i>Confidence the Aus fishing industry can become sustainable</i>	Base	53	29
	Yes, I am hopeful and confident it can be a sustainable industry	26%	41%
	I am hopeful but not confident that it can become a sustainable industry	64%	52%
	No, I don't think it can ever be a sustainable industry	4%	0%
	Not sure / I don't know	6%	7%
<i>Mean rating of sustainability of Aus fishing industry</i>	Base	75	73
	Mean	6.2	6.9

DETAILED FINDINGS

Industry Sentiment

Interest and Involvement in Research and Development

FRDC Awareness

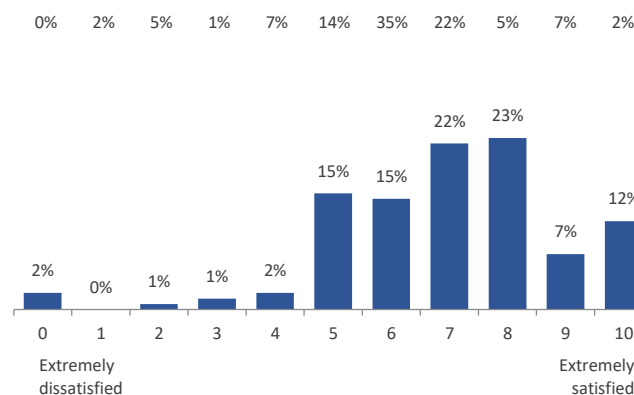
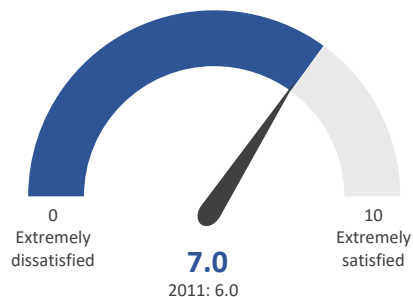
Engagement with FRDC

Satisfaction with FRDC

Sustainability of the Industry

Satisfaction that the contributions FRDC receives from the fishing industry are being invested wisely and for the benefit of all stakeholders

2011
n = 153



Base: All respondents who were aware of FRDC before the research (excluding "don't know" answers); n = 137.

Satisfaction by Key Segments

	Mean Satisfaction	Fishing Frequency	Fishing platform	Member of a club / association	Gender	Age Group	State
Above overall	8.2		Lake / Dam: 8.2*				
	7.8						
Overall	7.4	Six times a year: 7.0* Once a week: 7.0*					VIC/TAS: 7.3
	7.0	Once a fortnight: 7.0	Offshore: 7.1	No: 7.0	Male: 7.0	< 45: 7.2	WA/NT: 7.0*
Below overall	6.6	Once a month: 6.9 More than once a week: 6.8*	Inshore: 6.8* River: 6.7*	Yes: 6.9	Female: 7.0	45+: 6.6	NSW/ACT: 6.9 QLD: 6.9
	6.2		Estuary: 6.2*				SA: 6.3*

*Small sample size (n < 30). Results are indicative only.

What we asked:

Based on what you know about FRDC, overall how satisfied are you that the contributions FRDC receives from the fishing industry are being invested wisely in research and development for the benefit of all stakeholders?

DETAILED FINDINGS

Industry Sentiment

Interest and Involvement in Research and Development

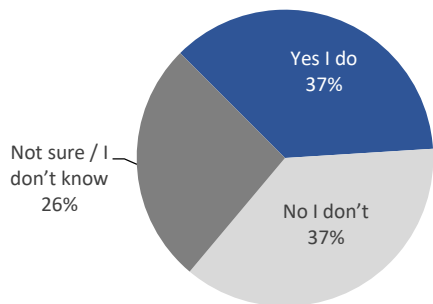
FRDC Awareness

Engagement with FRDC

Satisfaction with FRDC

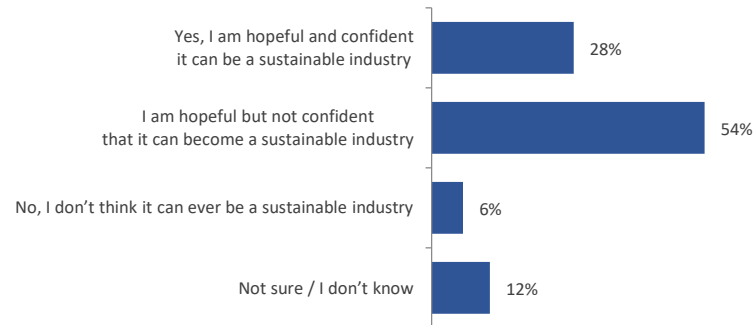
Sustainability of the Industry

Do you think Australia's fishing industry (that is the industry as a whole) is sustainable?



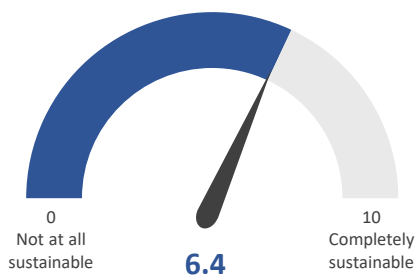
Base: All respondents; n = 504

Do you think Australia's fishing industry can be sustainable?

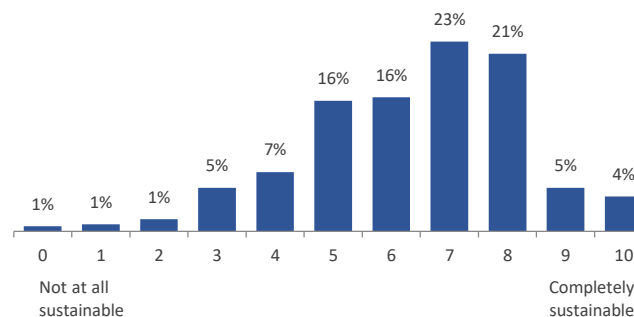


Base: All respondents who do not think or are unsure whether Australia's fishing industry is sustainable; n = 320

How sustainable do you think Australian fishing industry is overall?



Base: All respondents; n = 504



What we asked:

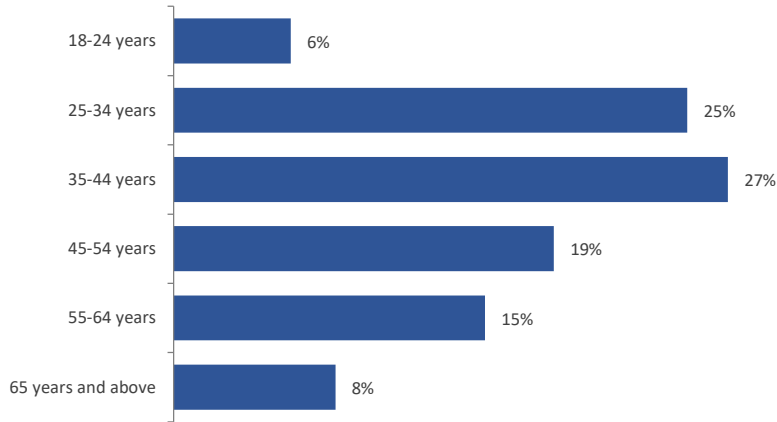
Do you think Australia's fishing industry (that is the industry as a whole) is sustainable? That is, does the industry have the necessary practices and policies in place that ensure the future of fish species and the marine environment, while at the same time providing sufficient supply of fish for commercial and recreational fishing needs?

Do you think Australia's fishing industry can be sustainable? With that in mind, on a scale of 0 to 10, how sustainable do you think Australian fishing industry is overall?

Respondent Profiles

RESPONDENT PROFILES

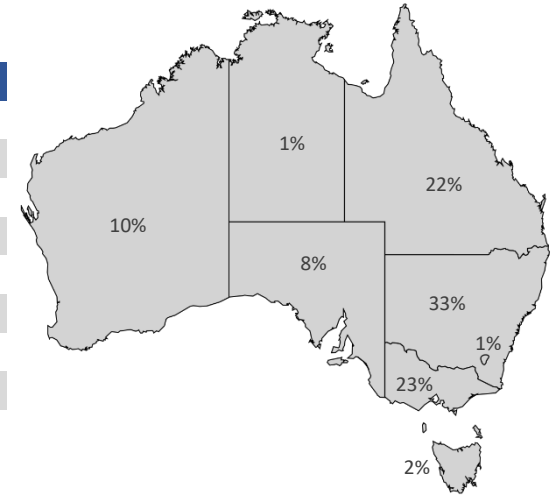
Age of respondent



Base: All respondents; n = 504

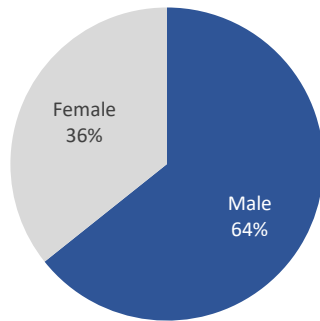
State of residence

State	%
NSW	33%
VIC	23%
QLD	22%
SA	8%
WA	10%
TAS	2%
NT	1%
ACT	1%



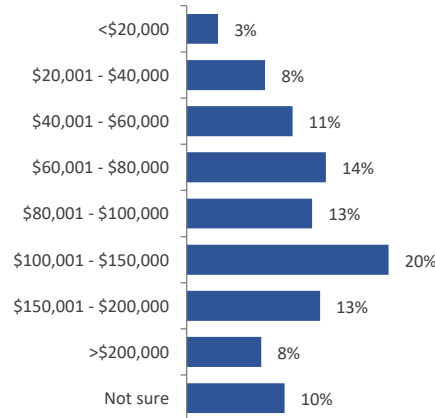
Base: All respondents; n = 504

Gender of respondent



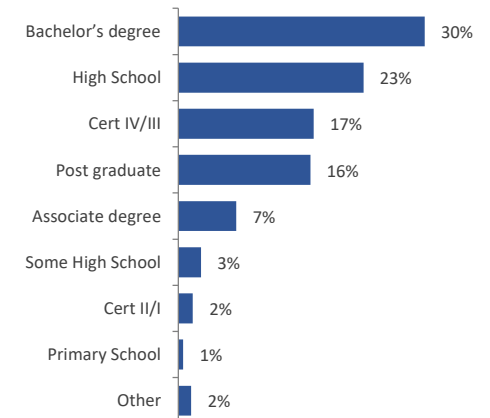
Base: All respondents; n = 504

Annual total household income pre-tax



Base: All respondents; n = 504

Highest level of education



Base: All respondents; n = 504

What we asked:

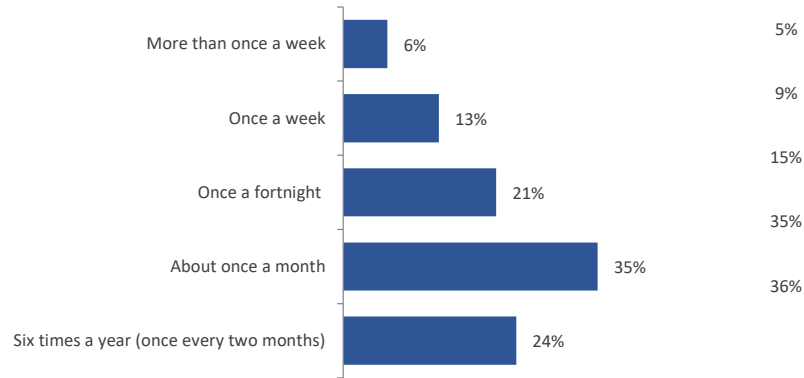
Are you...
In which of the following age brackets do you fit?

And what postcode do you live in?
Approximately what is your total annual household income before tax?
What is the highest level of education you have achieved?

RESPONDENT PROFILES

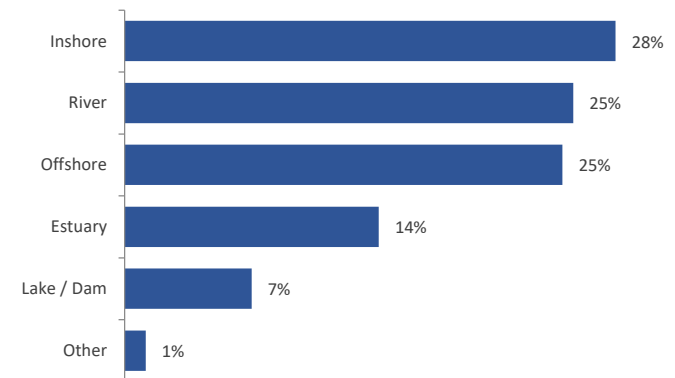
Over the past 12 months, how often have you gone fishing?

2011
n = 304



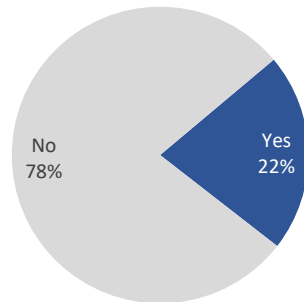
Base: All respondents; n = 504

Where do you fish most often?



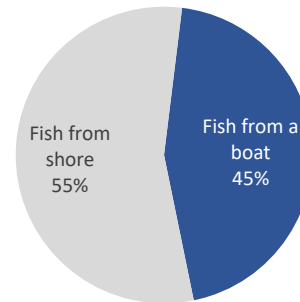
Base: All respondents; n = 504

Are you a member of a fishing/diving club or association?



Base: All respondents; n = 504

What fishing platform do you use most often?



Base: All respondents; n = 504

What we asked:

Over the past 12 months, how often have you gone fishing?
Include any occasion you have gone recreational fishing – by yourself, with friends or family or with others.

Where do you fish most often?
Are you a member of a fishing/diving club or association?
What fishing platform do you use most often?

Research Design

Research Program

With the Australian community being an important stakeholder for organisations like Fisheries Research and Development Corporation (FRDC), it is important to examine the level of engagement it has with the broader community and the level of interest and involvement the general public and importantly recreational fishers want with research and development.

The research targeted the recreational fishing community and enquired about research and development and more specifically their engagement, if any, with FRDC. Given the diversity of opinions likely among recreational fishers, it was agreed that focus should be directed towards the more serious recreational fishers, that is those who do so regularly. This was defined as people who fish at least six times a year, making in any assessment fishing a regular if not primary leisure activity for these people.

Methodology

An online survey was distributed via an accredited online research panel of respondents over the age of 18 years who had fished at least six times in the past 12 months.

Sample

In total, n = 504 surveys were completed by participants, an increase on the n = 304 collected in the 2011 research. Respondent demographics from the survey were representative of ABS population estimates across states to ensure the final results appropriately reflected the current size and structure of the Australian population (by state)

Questionnaire

Participants were asked to complete a 10 minute online survey which covered a range of topics included, but not limited to:

- Recreational fishing experience;
- Sentiment around the recreational fishing industry;
- Interest and involvement in research and development;
- Sources of information about research on fishing and aquaculture;
- Awareness and engagement with FRDC and their communications;
- Satisfaction with FRDC;
- Sustainability of the Australian fishing industry.

A range of Likert rating scale, closed and open-ended questions were used throughout the survey to accomplish this.

Timing

The online survey was launched on the 19th April 2018 and remained open until the 27th April 2018.

want more information?

Contact FRDC

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