



Tasmanian Sport Fishing Tourism Development and Marketing Plan



Executive Summary December 2006



An Australian Government Initiative

AusIndustryTM



Tasmanian Sport Fishing
Tourism Development and Marketing Plan



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Tasmania has developed a culture of recreational angling for trout since they were introduced in 1864 with over 28,000 local, interstate and international anglers participating in the sport in 2005/06. This is below the peak participation in the mid 1990's of over 31,000 anglers.

The evidence is clear. A long period of decline followed by modest growth in local participation, little or no growth in International Angler numbers and growth in Interstate visitation that can be linked to improved sea and air access and not to specific marketing efforts.

A lack of strategic direction, tension between the needs of local and visiting anglers, underinvestment by Government in fishery management and supporting infrastructure, and lack of a cohesive and long term marketing plan have contributed to this less than satisfactory result. It is the finding of this plan that sustainable growth in participation beyond historic levels is achievable.

The Tasmanian Sport Fishing Tourism Development and Marketing plan addresses the three major impediments to sustainable growth. Phase 1 Access Plan addresses access, interpretation and information, Phase 2 Recreational Fisheries Development Plan provides a contemporary assessment and analysis of fresh water fishery management in Tasmania and provides recommendations to promote the future sustainable growth of the industry. Phase 3 Market Analysis and Activities Plan provides direction for the long-term marketing of the Sport Fishing product.

The IFS and recreational angling groups have taken the first steps on the path to success in a cooperative approach.

The key recommendations of this strategy focus on the core drivers that will realise the sustainable growth potential of the fishery. Governance of the IFS, a dynamic new planning framework and addressing the hatchery requirements of the IFS are critical.

The further development of key relationships with Tourism Tasmania, Parks and Wildlife Service, Crown Land Services, Forestry Tasmania, MAST, DIER and Hydro Tasmania are also of utmost importance to success of this strategy.

The State Governments' future commitment to the fishery should be demonstrated through increases in funding for infrastructure development, improved funding of the IFS and partnerships with the Central Highland Council.

Through a strategic approach the value of the fishery can be realised for all Tasmanians.





The Tasmanian Sport Fishing Tourism Development and Marketing Plan is an initiative of the Trout Guides and Lodges Association of Tasmania (TGALT) and has been funded by Ausindustry through an Australian Tourism Development Program Grant and in-kind support from Cradle Coast Authority, Central Coast Council, Meander Valley Council, Northern Midlands Council, Central Highlands Council, Derwent Valley Council, Huon Valley Council, Inland Fisheries Service (IFS), Hydro Tasmania and Tourism Tasmania.

A Project management Committee (PMC) has managed and overseen the development of the plan and consists of representatives of IFS, Hydro Tasmania, Local Government, Tourism Tasmania, and Anglers Alliance Tasmania (AAT) and is chaired by Mr. Richard Dax of TGALT. The consultants would like to acknowledge the contribution of the Project Management Committee and numerous organisations and individuals for their contributions to the plan.

The number of International and interstate anglers visiting Tasmania demonstrate that a world class fishery and spectacular scenery are not sufficient to guarantee the success of Tasmania as a competitive fishing destination.

IFS license sales show that Tasmania has attracted between 4,000 and 6,000 licensed non-resident anglers per annum for the past decade. In contrast New Zealand currently attracts in excess of 30,000 non-resident anglers per annum. This plan recognises that the Tasmanian fishery is decidedly different to New Zealand's and whilst it cannot sustain the same numbers a modest increase to approximately 7,300 non-resident anglers per annum is sustainable.

This plan is designed to be instrumental in realising this increase and increase local participation rates. These increases, in conjunction, will provide significant benefits for a number of stakeholders.

It is imperative that if the community benefits associated with a world class public fishery are to be fully realised that the Inland Fisheries Service is given the appropriate resources to implement the recommendations of this plan and its own fisheries management plans. Addressing the problems of infrastructure, access and information are critical to the future success of the fishery in achieving both economic and social benefits for the state. This will ensure that the resource remains sustainable and allow for the development of waters managed for quality fishing.

During the initial phase of the project was identified that the peak body for recreational freshwater anglers required review. As a result of this review a new peak body, Anglers Alliance Tasmania, has been formed with a professional manager, Ministerial recognition and recurrent funding for three years. AAT represents the interests of recreational anglers from across the state, the Australian Fishing Tackle Association, and Trout Guides and Lodges Tasmania.

The Plan consists of the following phases:

Phase 1: Access Plan

Phase 2: Recreational Fisheries Development Plan (RFDP)

Phase 3: Market Analysis and Activities Plan

This summary document provides an overview of each of the three phases of the plan and the key recommendations of each phase.

Complete copies of each phase of the plan are available at the following websites:

www.ifs.tas.gov.au www.anglersalliance.org



KEY ISSUES, GOALS AND OBJECTIVES



Key Issues

- Improve and enhance Tasmania's angling resource for all users
- Expand on Tasmania's competitive advantages and exceed expectations with the quality of Tasmanian fishing experiences
- Establish a positive environment for the private sector to encourage investment and enhance employment opportunities
- Improve fisheries management resources

Goals

- Improved capacity of the IFS to develop and promote the fishery
- Integrated fishery and tourism development
- Increased local and visitor participation
- Maximise the Economic and social benefits of the fishery
- Improved fishery for all Tasmanians
- Generate investment and jobs growth
- Community capacity building through partnerships between IFS, local angling clubs, Local Government and landowners

These goals and issues have provided the basis for the development of this plan and are at the core of all consultations and research into the fishery and its future development.

It was apparent early in the development of the plan that tension exists between tourism interests and recreational anglers. It was imperative therefore to develop the plan in close consultation with all anglers and angling interests for the plan to reflect the wishes and aspirations of all anglers and provide sustainable targets for development.

This has been achieved through extensive consultation across the state with angling clubs and associations, independent anglers, resource managers and a broad cross section of the tourism and associated industries such as tackle dealers.

Objectives of the plan

- Enhance priority areas of the trout fishery for all users through improved resource management and coordination through the implementation of a tiered Statewide Inland Recreational Fisheries Plan
- Maintain and improve the wild fishery through improved hatchery facilities
- Implement an "Angler's Access" programme for improved access and public information
- Position Tasmania as a "must fish destination." And increasing angler numbers to historic levels
- Develop a comprehensive marketing plan



SUMMARY PHASE 1: ACCESS PLAN



Much of Tasmania's recreation is based on access to the outdoors, whether it be in the mountains, countryside, on rivers and lakes or on the coastline.

The recreational fresh water fishery is a significant resource for the state in recreation, community, lifestyle, economic and tourism terms and is a key brand attribute and competitive advantage for the State.

The responsibility for maintaining, creating and improving access and providing information on freshwater fishing in Tasmania unquestionably lies with the Inland Fisheries Service.

The IFS relies on angling licence sales revenue as a major source of income therefore the ongoing development of a sustainable fishery is critical to the Services future viability. There were 28,120 angling licence purchases in 2005/06 representing over \$1.3m in revenue to the IFS.

The Access Plan proposes a broad strategy to promote, encourage and where necessary, direct better public access by foot to our rivers and lakes. At the heart of this strategy is the belief that solutions need to focus on provision of access through negotiated solutions rather than ownership or reservation for access.

The Access Plan is a detailed plan for improved access, signage, interpretation and information on Tasmania's rivers and lakes for sport fishers in Tasmania including project budgets, potential funding sources and concept designs for signage and supporting brochures and maps. The Access Plan is an integral component of the overall plan, and addresses product gaps identified through research.

The Access Plan addresses a broad range of fisheries management and development issues. The plan will disperse anglers across the state to strategically identified areas in conjunction with fisheries management plans. It will diversify the Tasmanian Sport Fishing product by increasing access to and promoting river fisheries to compliment the already established Highland Lakes.

This will benefit cluster development in regional and rural areas that have existing complimentary niche tourism products focussing on the states core brand values of nature, heritage and wine and food. The implementation of the plan will result in the development, promotion, growth and sustainability of the fresh water fishery.

Benefits of the Access Plan

Inland Fisheries Service

The IFS will benefit from improved fisheries management through the coordination of the Tasmanian Sport Fishing Tourism Development and Marketing Plan (Demand plan) and the IFS Fisheries Management Plan (Supply plan). This coordination will realise the growth potential of the fishery in both local participation and non-resident anglers. The plan has set achievable targets for growth in both resident and non-resident angler numbers for the period 2006/07 to 2010/2011. The projected increases do not exceed total angler numbers that have been achieved and sustained in the period from 1993 to 1998.

The increases projected will benefit IFS through increased license sales revenue and improved recognition.



SUMMARY PHASE 1: ACCESS PLAN



Tourism

Tourism Tasmania and its industry partners will benefit by having a market ready product to promote in key niche markets. The plan is consistent with Tourism Tasmania's development focus, Touring Route Strategy and Experience Strategy. The development of angling experiences close to existing product and population centres (Clusters) will support regional tourism development and capacity building.

Rural and Regional Communities

Local Government and regional communities will benefit from regional development associated with increased visitation and local participation. Private enterprise will be encouraged to invest in improved infrastructure to meet increased demand.

Angling Clubs and Associations

There are currently approximately 55 Freshwater angling clubs and associations in Tasmania with a combined membership of 3000. The combined strength of the clubs and access to funding opportunities presented through the new peak body AAT will result in enhanced community investment in recreational fishing through the implementation of Access projects. This will result in increased club memberships and community capacity building.

Access Plan Key Outcomes

The implementation of the Access Plan in Tasmania has the potential to achieve the following outcomes for the key organisations involved in the implementation.

Table1: Access Plan Key Outcomes

Outcome	Key Organisation/s	Strategy
<ul style="list-style-type: none"> Improved Fisheries Management and efficiency Increased Licence sales and revenue Increased participation rates 	IFS	IFS Corporate Plan IFS Fisheries Management Plan
<ul style="list-style-type: none"> Fisheries Marketing and Promotion Increased visitor numbers Niche market development 	IFS, Tourism Tasmania, Local Government	Tourism 21, Tourism Development Focus, IFS Corporate Plan
<ul style="list-style-type: none"> Regional Development 	IFS, Department of Economic Development, Local Government, Regional Communities, Tourism Tasmania, Private Enterprise	Touring Route Plans, Partnership Agreements, Federal Regional Assistance Programs, Individual Agency Strategic Plans



SUMMARY PHASE 1: ACCESS PLAN



<ul style="list-style-type: none"> Improved access to Multiple Use Forests 	Forestry Tasmania	Forestry Tasmania Corporate Plan
<ul style="list-style-type: none"> Development of Wilderness Fisheries and parks management 	Parks and Wildlife Service, IFS	PWS Strategic Plan
<ul style="list-style-type: none"> Improved Recreation and Fisheries management 	Hydro Tasmania, IFS	Hydro Tasmania Recreational Use Policy
<ul style="list-style-type: none"> Improved riparian management, controlled access, risk minimisation and increased surveillance 	Private Landowners Natural Resource Management organisations	Access Plan, Property management Plans, NRM strategies
<ul style="list-style-type: none"> Improved business climate and potential for expansion of existing businesses and new developments 	Tourism and related private sector businesses	Business development plans
<ul style="list-style-type: none"> Increased membership and community capacity building 	Angling Clubs and Associations	Community development plans



SUMMARY PHASE 2: RECREATIONAL FISHERIES DEVELOPMENT PLAN (RFDP)

It is the finding of this report that although Tasmania is espoused as potentially a world class fishery we are either overstating the quality of the fishery or we have failed in our efforts to maintain the quality of experience that local anglers had come to take for granted and adequately develop and promote the fishery to visiting anglers.

The Recreational Fisheries Development Plan provides a contemporary assessment and analysis of fresh water fishery management in Tasmania and provides recommendations to promote the future sustainable growth of the industry.

RFDP Summary of recommendations

Implementation

The plan recommends that the Director of Inland Fisheries and the Inland Fisheries Advisory Council (IFAC) monitor the implementation of this plan.

Table 2: RFDP summary of recommendations

Recommendation	Details	Responsibility
IFS corporate structure	It is recommended that the IFS explore options, models and costs and make recommendations for an independent corporate structure that will secure the future growth potential of the IFS.	IFS, IFAC
Corporate Plan	Incorporate the recommendations of the RFDP into the IFS Corporate Plan.	IFS
IFS Planning Framework	The RFDP recommends the IFS adopt the following planning framework as a priority <ul style="list-style-type: none"> • State Wide Recreational Inland Fisheries Management Plan • State fisheries stocking plan • Individual water specific plans (Dynamic) • Issue Management Plans (Dynamic) • Fishery Investigation Plans (Dynamic) 	IFS, AAT, IFAC
Stocking Plan	The stocking plan should clearly articulate the numbers of wild trout required to sustain the fishery. The ability of the IFS to grow trout to fingerling stage with a greater survival rate in the wild has the potential to improve the wild stocks of both brown and rainbow trout and reduce IFS reliance on donations of domestic stock from commercial farms.	IFS



SUMMARY PHASE 2: (RFDP)



Hatchery	IFS' infrastructure requirements and budget to produce these fish.	IFS, IFAC, AAT
Licenses	That IFS review the current system of license sales and commissions and explore electronic sales options to improve distribution and availability of licenses.	IFS, AFTA
Sustainable development of the fishery and tourism	Sustainable tourism is a process rather than an end point in itself that requires long-term commitment. The RFDP continues to build on a sustainable approach to tourism and fishery development in this strategy. The RFDP recognises the importance of sustainable tourism for industry, community, environment and visitors. A schedule on Sustainable development targets and strategies should be included in the MOU between IFS and Tourism Tasmania.	IFS, Tourism Tasmania
Protocol agreement with Hydro Tasmania	Develop a Protocol Agreement between the IFS and Hydro Tasmania. Form an Inland Waters Management Committee	IFS, Hydro
State Government Policy	A review of the process for future declaration of River and Coastal Reserves by the State and development of a State Policy on the issue. (See Local Government)	IFS/AAT
Central Highlands Council Tourism Strategy	A Tourism Strategy for the Central Highlands Council was proposed in the Partnership Agreement with the State Government in 2002 and has not been completed. This schedule should be carried forward in the new Partnership Agreement.	DPAC, Central Highlands Council, IFS, Tourism Tasmania
Central Highlands Council Sport and Recreation Plan	It is recommended that the State Government and Central Highlands Council complete a Sport and Recreation plan containing recommendations for fishery development as part of their Partnership Agreement.	DPAC, Sport and Recreation, IFS
Local Government	Implement recommendations of the Phase 1 Access Plan with identified Councils. Access Plans to be further developed and implemented state wide in close consultation with individual Councils.	PMC, IFS, AAT, LGAT



SUMMARY PHASE 2: (RFDP)



Tourism Development	The future priorities for development of the fishery and associated developments will be assessed by tourism development focus in regional and rural areas based on the touring routes between the existing tourism clusters	Tourism Tasmania, IFS, PWS
Development of a MOU between IFS and Tourism Tasmania	The IFS and Tourism Tasmania develop a MOU for agreed responsibilities for marketing and promotion of Trout Fishing containing recommendations for intrastate, interstate and international marketing outlining roles and responsibilities for each market segment.	IFS, Tourism Tasmania, TGALT
TGALT	A system of Guides Licensing should be researched by the IFS and TGALT in conjunction with the Fish and Game Council of New Zealand and the New Zealand Professional Fishing Guides Association (NZPFGA).	TGALT, IFS
IFS Education and Communication plan	The RFDP recommends that the IFS develop a communications plan. The plan should revolutionise the IFS' communication with its customers and should focus on education and information as well as consultation.	IFS
Recfish/Fishcare program	As part of the IFS communication strategy the IFS should strengthen its links with the fishcare program. One of the key opportunities to be explored is the development of a volunteer rangers program.	IFS, DPIWE
Access Plan (See Phase 1 Access Plan)	<p>The responsibility for maintaining, creating and improving access and providing information on freshwater fishing in Tasmania unquestionably lies with the IFS and is enshrined in legislation. IFS must provide dedicated resources to the implementation of the Access Plan</p> <p>Specifically the IFS must determine agreed principles and responsibilities with Crown Land Services for the development of angler's access on Crown Reserves. The agreement will determine the management of Public Liability under the Civil Liabilities Act and the implications of the promotion of a voluntary code of angler's access by the IFS.</p>	IFS, Crown Land Services



SUMMARY PHASE 2: (RFDP)



PWS/IFS MOU	IFS and PWS management convene a meeting to identify a practicable process for the identification and implementation of IFS and PWS priorities within the context of the sustainable provision of a range of recreation opportunities across the state. The agreed priorities should form the basis of a MOU between the two organisations and should detail timeframes, responsibilities and funding commitments.	IFS, PWS
Forestry Tasmania/IFS MOU	Establish an MOU between IFS and Forestry Tasmania	IFS, FT
MAST	Establish and MOU between IFS and Marine and Safety Tasmania	
AAT	IFS recognise AAT as the peak body for recreational freshwater angling in the state and IFS representatives attend each meeting of the AAT executive and general meetings to discuss the formulation and implementation of the fisheries management plan framework and communication strategy.	IFS,AAT
NRM	IFS to explore the opportunities for Natural Resource Management riparian management projects aligned with the Access Pilot Projects.	IFS
Fisheries Habitat Improvement Fund Recreational Fisheries Research Fund	That a Recreational Fisheries Research Fund be set up and administered by the IFS as a vehicle to attract funding and donations to undertake recreational fisheries research. This new fund must have recreational trout fishing improvement as its core focus	FHIF trustees, IFS



SUMMARY PHASE 3: MARKET ANALYSIS AND ACTIVITIES PLAN



Tasmania has held a position as a trout angling destination since the early 1900's when anglers travelled from interstate and beyond to fish the "Shannon Rise." The State's reputation was further enhanced by large fish experiences as new Hydro Lakes came on line and Lake Pedder particularly gained a wide recognition as a "trophy" water attracting many anglers.

The World fly fishing championships were held in Tasmania in 1988 and again attracted the attention of international and interstate anglers.

Despite these opportunities there has not been a coordinated approach to capitalise on Tasmania's reputation or advance our fishing resources and this plan's recommendations provide a pathway to re-establish Tasmania as a "must fish" destination.

This marketing plan is designed to increase tourist visitation and spend through recreational and guided fishing, which can be achieved with comparatively modest outlays. Tasmania is a boutique destination and our reputation and existence worldwide is steadily growing. These marketing plan recommendations are designed to strengthen this reputation.

Analysis of our market shows that this marketing plan will be implemented at a time when Tasmania's tourism industry has plateaued and there will be a need for activity based products with strong market appeal. It is essential that industry move from the "access led" phase to one that cares for quality activities particularly for the "short break" market sectors.

Despite recent increases in participation, BDA forecasting shows that there may be a 6% decline in Tasmanian fishing by the year 2011 resulting in significant losses to the State through visitor spend and license sales. If interstate rates of fishing continue to decline then there is a possibility to see a decline far exceeding 6% should we do nothing more.

Clearly and urgently the time to act is now.

For the very first time this plan has commissioned highly professional detailed research on fishing alone, recognising this sector as a key tourism opportunity and product. This research clearly identifies some 90,000 interstate people with a propensity to fish in Tasmania and further, this group leaves home for recreational pursuits some 5.6 times per year.

This targeted group provides a central core to which marketing can be directed rather than the past practices of marketing predominantly to the single sector at the high end of the market for guided specialty fly fishing. Significant partnerships have now been established, a State wide access programme devised and our fisheries managers have a new and invigorated approach with an understanding of contemporary needs.

Major progress has been made in gathering together all elements of the fishing community together with the concerned State Government instrumentalities and local Governments. Adoption and implementation of this revolutionary plan in concert with a "whole of Government" approach will enable Tasmania to reach its full potential as a valued and world class fishery.

Finally it is accepted that, historically changes to our angling resource require gradual introduction with significant consultation. This marketing plan should be considered in conjunction with the other recommendations of the "Tasmanian Sport Fishing Tourism Development and Marketing Plan." The complete plan provides a real opportunity to place



FISHING MARKETING MATRIX



Tasmania's fishery at the head of Australia's recreational angling and provide significant benefits for all Tasmanians.

Table 3: Fishing Marketing Matrix

Marketing Element	Potential Partnering Details	Interstate Marketing Activities	Inbound Marketing Activities
Promotional Videos	TGALT with Tourism Tas.	Web Site, Posters, Brochures Power Point for In Store promotions, agents	Power Point and DVD for International Travel agents and fishing club presentations
Point of Sale	Through RFDC grant, Industry, Tourism Tas. and sponsorship	Posters and banners for equipment retailers, travel agents and participating stores, driving the web based fishing club.	Banner and posters for giveaways at functions and in sports and tackle stores.
Cinema Ads	Joint with Tas Travel	Selected lifestyle cinema ad program in SE Qld and Sydney – featuring web based fishing club	
Website – On Line	Through RFDC grant and IFS, links to partners Tourism, Forestry, Hydro and Parks	The portal for all enquiry, data, memberships and the reference / contact for all advertising	The portal for all enquiry, data, memberships and the reference / contact for all advertising
Direct Mail	Through RFDC grant and IFS, and Tourism Tas.	Distribute mini discs to targeted audience through mailing lists developed from TGALT members IFS operations with 30,000 memberships Angling Clubs Australia Wide	Send out mini discs to targeted audience through mailing lists developed from TGALT members
Launch Campaign	Through RFDC grant and IFS	Roll out functions in Brisbane, Sydney and Melbourne	



FISHING MARKETING MATRIX



Retaining the Personality	Joint with all partners by agreed contract	The “personality” of the brand, used in all collateral and marketing materials, used in the launch around Australia	Inbound by use of international personality
Magazine	Joint with Tourism Tas.	Establishing the web based fishing club to MPP’s through lifestyle and dedicated fishing magazines, TV holiday programs and other media Continue with Flylife, Freshwater Fishing, add Modern Fishing and Fishing World Target the AMA Journal	
Visiting Journalists Program, and Tourism Australia	Joint with Tourism Tas. Forestry, Hydro, IFS	Establish connections and get fishing journalists to Tasmania, and endorse the club	Establish connections and get fishing journalists to Tasmania, and endorse the club
Co Ordination	Joint with all partners	Consultancy to manage and co ordinate the program for 1 year	Consultancy to manage and co ordinate the program for 1 year
Podcasts	Jointly with Tourism Tasmania.	– assist where identified opportunities with new collateral	Target international anglers UK and US
Sport Fishing Shows	Joint with Tourism Tas. and Industry partners	Club promotion with existing sports programmes	Target the US & UK recreational fishing markets
Travel Agents inbound and Angling Clubs	Joint with Industry and Tourism Tas.	Programme of mainland club promotions	Make presentations to selected agents and equipment stores, offer prizes, seek PR and visit Angling Clubs in UK and USA



FISHING MARKETING MATRIX



Consumer Boat Shows	Joint with Industry and Tourism Tas.	Attend boat shows in Queensland, Adelaide, Sydney and Melbourne.	
Retailers across Australia	Joint with Industry and Tourism Tas.	Arrange in store promotions promoting Fish Tasmania, through equipment and tackle retailers Australia wide	
One Fly Championships	Joint with Tourism Tas. and Industry	Take a prominent position as organisers and facilitators	Promote event internationally through representation and T.Tas inter offices
Distribution	Joint with Tas. Temps and industry	Entice participation by industry into mainstream distribution systems	
Representative presentations	TGALT, T.Tas. Tackle representatives	Drive fishing club advantages power point presentations to Clubs, Tackle stores, Professional bodies, Travel consultants and inbound agents.	Inter.representation presentations as per interstate marketing



GROWTH TARGETS AND KEY PERFORMANCE INDICATORS

The key performance indicators for the plan are the projected increase in angler numbers and visitor expenditure.

There are already a number of surveys that measure fishery performance and Tourism numbers and expenditure. It is not recommended that any additional ongoing data collection or surveys be developed as part of the Tasmanian Sport Fishing Tourism Development and Marketing Plan.

Tourism Tasmania collects detailed data on Special Interest Niche (SIN) markets including 'Fishing For Trout' and 'Fishing Other' including length of stay and expenditure through the Tasmanian Visitor Survey (TVS). This data is incorporated with angling license sales data collected by the IFS, which includes state and country of origin of anglers.

Interrogation of this information will provide IFS and Tourism Tasmania with information to track trends in key markets and the success of any targeted marketing campaigns. IFS license sales data and postal surveys may be updated to include specific questions on the key initiatives of the Access Plan to determine satisfaction levels with the implementation of the recommendations. The data from the Trout Tourism Satisfaction Survey could be used as base data for international and interstate anglers surveyed.

Table 4: Projected growth in visitor numbers and expenditure each year for the life of the plan.

Year	Visitors Fishing for Trout	Visitors Sea Fishing	Total Visitors Fishing	Total Expenditure (\$'000)
06/07	+460	+550	+1010	114,942
07/08	+480	+580	+1060	123,122
08/09	+240	+290	+530	128,104
09/10	+240	+295	+535	133,172
10/11	+250	+295	+545	138,881
Total	+1670	+2010	+3680	+31,787

Table 5: Projected Visitor expenditure and job creation targets

Year	Increase in expenditure (\$ '000)	New jobs created
06/07	+7,842	27
07/08	+8,180	29
08/09	+4,982	14
09/10	+5,068	14
10/11	+5,715	15
Total	+31,787	99



GROWTH TARGETS AND KEY PERFORMANCE INDICATORS



Table 6: Increase in Inland Licensed Angler numbers

Year	Total non resident anglers	Projected increase in non resident anglers	Total resident anglers	Projected Increase in resident anglers	Total Increase Resident+ non resident	Total Angler Numbers
05/06 total	6020		22100			28120
06/07	6160	460	22500	500	960	28660
07/08	6640	480	23400	900	1380	30040
08/09	6880	240	24300	900	1140	31180
09/10	7120	240	24900	600	840	32020
10/11	7370	250	25500	600	850	32870

