

# INLAND FISHERIES ADVISORY COUNCIL

## Agenda

Meeting of the COUNCIL to be held at the Inland Fisheries Service at 10.00am on Wednesday the 11<sup>th</sup> December 2013 following the meeting lunch will be held with staff at the Inland Fisheries New Norfolk Offices.

Agenda item	
<b>1. Meeting present, apologies</b>	
<b>2. Declarations of interest</b>	
<b>3. Confirmation of the minutes</b>	Minutes of the previous meeting
<b>4. Action List</b>	Action List - Review
<b>5. Matters arising</b> Extension of the Whitebait fishery	John Diggle
<b>6. Report from the Chair</b>	Briefing by Sue Baker
<b>7. Advisory role to Director IFS</b> i. Victorian eel fishery collaboration ii. Water Level Management lakes Sorell and Crescent iii. Hydro MOU and Tas Irrigation MOU iv. Arthurs Lake Survey v. Tasmanian Irrigation Recreational Management vi. Federal Government Policy on Recreational Fisheries vii. 2013-14 Angling Licence Sales viii. Regulation of Tasmanian Commercial Eel Fishery ix. Fish Farm Expansions	Briefings John Diggle
<b>8. Strategic Matters</b> i. Marketing: Annual activity Plan 2013-2014 ii. Marketing: 150 Year Trout: Tourism event (Hall of Fame) Progress report iii. Stakeholder Mgt – Communication Plan iv. Translocation Policy	Paper Tony Wright Report Tony Wright  Paper John Diggle Briefing Update
<b>9. Internal Control</b> i. Financial Report to 30 November 2013 ii. IFAC WH&S Induction	Paper Tony Wright Paper Tony Wright

<b>10. Recommendations to Minister</b>	
i. Minister Post Meeting briefing agenda	Sue Baker
<b>11. Next Meeting Date</b>	To be confirmed.

**MINUTES**  
**INLAND FISHERIES ADVISORY COUNCIL**

The Sixty-third meeting of the Inland Fisheries Advisory Council (IFAC) was held at 10.00 am on Friday 18<sup>th</sup> October 2013 at "Clarendon" Nile Tas.

**1. PRESENT, APOLOGIES and GUESTS**

**Members** – Suzanne Baker (Chair) Karen Richards, Christine Mucha, Mike Stevens, Gary France and Anthony Wright.

Council: Executive Officer: Cindy Gillespie

Apologies: Phil Cooper and John Diggle.

**2. DECLARATIONS OF INTEREST**

None reported

**3. CONFIRMATION OF THE MINUTES**

Minutes of the previous meeting were confirmed.

**4. ACTION LIST**

Item 1 A marketing sub-committee meeting is scheduled for November 1 to discuss the Annual Activity Plan for 13/14. The Plan is to be presented to the Dec IFAC meeting. All other items have been completed. ACTION: AW, Marketing Sub-Committee

Item 2 No update on the Shannon Lagoon to report but a meeting is being held with Hydro Tasmania in week ending 25/10/13. Defer to Dec 2013 meeting.

Item 3 Rob Freeman is presently working with DPIPWE to resolve the differences in the DPIPWE and IFS Translocation Policy Issues. This is to be discussed at the next meeting in Dec 2013.

Item 4 It has been agreed between the Director of IFS and the Deputy Secretary of DPIPWE that a service level agreement between IFS and DPIPWE is to be completed by February. John Diggle to pursue options with DPIPWE to provide resources to help develop a Risk Register. ACTION: JD

Item 5 Progression of the communication and stakeholder management plans on today's agenda.

Item 6 It was resolved that Mr Wright is to send a letter to Rae and Partners to follow up on the deed of appointments of the Director of IFS as trustee of the Fisheries Habitat Improvement Fund. The Chair will also make contact with Ross Hart on this matter. ACTION: AW, SB

Item 7 Limited resources are impacting on the ability of IFS to prepare this report. Paper deferred to December 2013 meeting.

Item 8 The Chair and the Director met with the Minister for a regular update including the management of the Hall of Fame. The Director had advised that Mr Les Monson from NWFA

had been nominated for Induction to the Angling Hall of Fame and it was discussed that the induction is likely to be incorporated with the 150 year Trout Fishing anniversary next year which is being co-ordinated by Tourism Tasmania. It was agreed that IFS follow up with Frank Hussey from the Hall of Fame Board re progress on proposed inductions and Hall of Fame activity. It was agreed that a letter be written by IFS from IFAC to the Hall of Fame supporting the nomination. ACTION: JD, AW

Michael Youl's name was suggested for nomination. Mr Stevens recommended waiting for signs of progress with Hall of Fame before nominating Mr Youl.

Gary France informed the meeting that Dreampool an "ifish" application had been filming in Tasmania when the tall ships were in Hobart and some of the footage would be used in the 150 year anniversary celebrations. Gary will keep IFAC informed on this matter

Item 9 Financial Management Bill was discussed and the Minister advised that the Bill will not proceed in this term of Parliament. Defer to Feb 2014.

#### Item 10 Draft Business Plan. Completed

Item 11 Amendments discussed at the August 2013 IFAC meeting plus Photographs of fire wardens and first Aid officers to be incorporated in the WH&S document and submitted to IFAC out of session before the next meeting.in Dec 2103. ACTION: AW

Item 12 150 years promotion. A marketing meeting is being held on November 1 and an updated report for the December meeting is required. ACTION: AW, Marketing Sub-Committee

Item 13 The policy register was deferred until 2014. Reconsider task at Feb 2014 meeting with reference to the Service Level Agreement with DPIPWE. ACTION: JD.

Item 14 Annual Report has been tabled in Parliament and distributed at this meeting. Chair and Director have been discussing better resourcing of IFS and IFS – this is a work in progress. Chair and Director to report on progress against a summary of survey results and amendments to workplan. ACTION: SB, JD

### 5 MATTERS ARISING

Suggestion for a proposed extension of the Whitebait Fishery for a further two weeks to be added to the agenda.

### 6 Tour: Australian Fly Fishing Museum

Mr Stevens took the committee on a tour of the new Fly Fishing Museum at Clarendon which was opened in May in association with the National Trust. Mr Stevens spoke about the funding provided by donations to develop the museum and provided a comprehensive background of the memorabilia. Opportunities for the new museum and the Fishing Museum at the Salmon Ponds working collaboratively was discussed and agreed to be beneficial for Tasmania's fresh water fisheries and tourism. Mr Stevens informed the committee that the museum had been given a further grant from the State government to expand the museum within the next 12 months.

## 7 REPORT FROM CHAIR

7 i Ms Baker reported on the agenda discussed with the Minister at the last meeting including the Carp Program noting there was no news on Commonwealth Funding, queries about tabling of the Financial Management Bill and advocacy from the Minister on this to minimise the impact on the IFS, fish management at Arthurs Lake including fish traps and relocations. Results from the Five year Licence had been discussed and general licence sales to date. .

Ms P Voss, the Ministers advisor on Inland Fisheries was to check the Ministers availability for the December 11 IFAC meeting to enable him to meet the IFS staff. It was suggested the event be held at the Salmon Ponds with the IFS Office closed for the afternoon and for managers to consider awards for their staff to be presented at the Xmas lunch for outstanding service over the last year. ACTION: AW,JD,PV,SB

## 8 ADVISORY ROLE TO DIRECTOR OF INLAND FISHERIES

8 i. Mr Wright discussed the Victorian Eel Fishery letter included in the papers and the draft response for IFAC consideration. It was proposed that IFS offer between 300 -400 kg elvers subject to completing commitments to Hydro Tas and the commercial eel fishers. A deferred payment of up to 3 years with CPI at each year anniversary based on surviving numbers with an initial deposit of 15%. The Eels will be offered ex Salmon Ponds Hatchery for purchase. Some concern was expressed about the financial security of the arrangement and AW advised that the Director of the purchasing business would be required to give a personal guarantee to cover outstanding dollar amounts on contract. Concern was also expressed about the terms of payment and reliance on adequate management of the fish to maximise payment. It was agreed that advice between Mr Diggle and Mr Cooper should discuss terms of the agreement before finalisation of the contract. ACTION: JD

It was also agreed that it be recommend to J Diggle to consider collecting elvers from additional waters other than Trevallyn and Meadowbank to satisfy the Korean demand. ACTION: JD

**8 ii CARP FUNDING:** Mrs Voss reported that the response from the Federal Minister was he had considered the issue of funding through Caring for Our Country. The government is reviewing its funding programs and will advise her within 1 – 2 weeks. Mrs Voss's understanding was that the grant had been approved but not signed off on.

It was requested that Mr Stevens through AAT try and progress this by contacting the Federal Minister. Mr Wisniewski to write a briefing note to Mr Stevens on the grant funding and the carp eradication effort.

Mr Wright informed IFAC that employment contracts had expired for staff on the carp team. If IFS received no federal funding then IFS was committed to the eradication program with just the State Govt funding and IFS planned to utilise other staff through the months of December to February. The Chair queried the effect on other IFS activities and the cost of reinstating contracted carp staff for a limited three-month contract. Mr Wright advised that native fish work, recreational fish surveys and other like activities would cease and

resources would be moved to the Carp Program. It was unknown whether terminated staff would be available as they were pursuing other employment.

8. iii Mr Wright informed the meeting that Lake Sorell was full and Lake Crescent near spilling. Water will be released from the Clyde River if this starts to spill. It was recommended for Mr Diggle keep in close contact with and brief the Mayor to ensure farmers were advised in advance. ACTION: JD

8. iv Mr Stevens queried on behalf of the Angling community if IFS could extend the whitebait season for a further 2 weeks in view of the poor season to date. Mr Wright to follow this up with Mr Diggle. ACTION: AW,JD

## **9. STRATEGIC MATTERS**

9. i Marketing: A brochure with instructions on “how to trout fish in Tasmania” organised by AW and Mike Stevens has been finalised and will be posted on the website. This collateral will also be available for printing if required. AW advised that Suzi Wattrel has been contracted as IFS new Marketing Consultant.

9.ii Marketing promotion: 7,000 postcards were sent out in early October to selected post codes with high boat ownership, at a cost of \$5,000. The postcard included information for a link to the IFS website and how to fish brochure information. To date website traffic has been very low. The effectiveness of this marketing campaign will be discussed with Suzi Wattrel at the marketing meeting on November 1..

9 iii. 150 Year of Trout events to be discussed at the marketing meeting on November 1.

9 iv The Stakeholder Plan was discussed and it was agreed that it presented good progress. IFAC suggested JD consider including the following key holders , local councils, MAST, Trout Guides and Lodges, NRM and the Federal Government Minister. It was noted that it was preferable that the abbreviations be replaced with roles and full names. JD to discuss with amendments at the next meeting. ACTION: JD

An update on progress against the Hydro MOU and progress towards completion of the Tas Irrigation MOU to be discussed next meeting. ACTION: JD

## **10. INTERNAL CONTROL**

10.i Financial Statements have been tabled. IFS was budgeting for a surplus of \$189,000 in 2013-14. Income received in advance for the 5 year licence has IFS ahead in revenue for ytd but the annual grant from the State government has been reduced by the payroll tax which is now eliminated for all government departments. Revenue for commercial licences is down due to reduced eel royalties as a consequence of a reduced catch from the previous year.

Expenses showed increased expense on training which Mr Wright informed the committee that \$5,000 was in training payments for the leadership management program. Printing included the issues of brochures the iphone application and the licence book return that

was a large cost to IFS. Interstate travel allowances was discussed and Mr Wright informed the committee that DPIPWE were currently debating the appropriateness of payment for travel and allowances. An update on this was requested for the next meeting.

ACTION: AW

10. ii Mr Wright presented the investment strategy for the five year licence funds received in advance. Mr Wright informed the committee that the Director of IFS had extensive investment powers under the *IFS Act 1995*. IFAC supported the investment strategy and the Chair strongly advised that the investments be diversified across 3 different banks to manage risk and requested Mr Wright consider the Standard and Poors credit ratings for each bank that held IFS investments and send this information out the IFAC members out of session. ACTION: AW

10. iii THE Annual Report has been tabled in Parliament and a copy provided at the meeting to each member.

10.iv Licence sales are down 8% to last year. However it is expected that November should be a high sales month with the weather improving. A reminder is being sent to buy a licence before November 30 when the boat competition closes..

The Chair recommended that an independent person draw the boat prize for probity's sake. There is an opportunity for the Minister to draw the boat competition with a media event at 10am December 23 at IFS headquarters. A Ministerial brief is to be prepared on IFS activities for the boat launch on the 23<sup>rd</sup> December. ACTION: JD, AW

## **11. RECOMMENDATIONS TO THE MINISTER**

- Boat launch on the 23<sup>rd</sup> December
- Extension of the Whitebait Licence
- Xmas lunch invite and presentations to staff

## **OTHER BUSINESS**

Mr France informed the meeting that NRM North's Tamar Estuary and Esk Rivers Program (TEER) had launched a pamphlet on the Tamar Catchment. The "TEER" program is about improving and understanding the impacts and issues of our waterways.

## **12. MEETING DATES**

The next meeting Wednesday 11 December at the IFS Headquarters New Norfolk then Xmas Lunch with the staff and Minister at Salmon Ponds to be confirmed. ACTION: AW, JD

Confirmed:

Sue Baker

Chairperson

## ACTION LIST FROM TODAYS MEETING

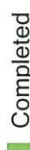
Issue	Action Required	Action Officer	Due date / status
Induction Hall of Fame	Letter of support from IFAC	Tony Wright	Out of Session
WH & S Induction	Completed for next meeting with photographs of staff	Tony Wright	Out of Session
150 years of Trout Survey	Update of Marketing Meeting Summary of Survey Results	Tony Wright Sue Baker	11/12/2013
Caring for our country	Contacting Richard Coleback regarding funding	Mike Stevens	Out of Session
Caring for our Country	Briefing Note for Mr Stevens	Chris Wisniewski	Out of Session
Caring for country	Paper regarding IFS needs and defer of work wise risks	John Diggle	11/12/2013
Extension of the Whitebait Fishery	Opportunity for goodwill and good faith for anglers with Marketing release.	Mr Wright and Mr Diggle	Out of Session
Stakeholder Plan	More stakeholders to be added	Mr Diggle	11/12/2013
Mou's	Hydro and Tas Irrigation updates	Mr Diggle	11/12/2013
Travel allowances	Update of DPIPWE Policy	Mr Diggle	11/12/2013
Investment Policy	Ratings on Deposits sent to Chair	Mr Wright	Out of session.
Media Boat Draw	Ministerial brief on more information than the boat competition	Mr Diggle	Out of session
Risk Register	Pursue options with DPIPWE to provide resources to develop	Mr Diggle	Out of Session
FHIF	Letter to Solicitor regarding Director as Trustee of the fund. Chair to contact the Solicitor.	Mr Wright and Ms Baker	Out of Session
Xmas meeting	Check Ministers availability for 11/12/2013. Organise Salmon Ponds for lunch with staff and confirmation. Managers to consider awards for outstanding staff.	Ms Voss, Ms Baker, Mr Diggle and Mr Wright	11/12/2013
Eel Fishers of Vic	Discuss terms of agreement  Additional waters to consider for eel catchment.	Mr Diggle and Mr Cooper  Mr Diggle	11/12/2013  11/12/2013
Meeting dates for 2014	To be advised	Ms Baker and Mr Wright	11/12/2013

## ACTION LIST - as at 18 October 2013

## Inland Fisheries Advisory Council



In progress  
\* Agenda Item refers to cross reference number to the current meeting agenda, most of these will be the 18/10/2013 agenda. If not on agenda then it is left blank.



Completed

	Agenda Item *	II	Risk Register Rating/Ref	Corporate Plan Reference	Issue and Action required	Action by	Due date	Progress
1.	9 i, ii.	Meeting August 2013	Low		Complete marketing annual activity plan for 2013-2014.	Tony Wright	1/11/2013	To be determined at marketing meeting 1/11/2013 and plan presented at Dec IFAC Meeting.
2.		Meeting 21/6/2013	Low		AAT Proposal: Shannon Lagoon	John Diggle and Mike Stevens	December 2013	Advise ongoing progress of Project
3.		Council Meeting 21/6/2013	Low		Translocation Policy incorporation of additional matters by Dr Richards	Karen Richards John Diggle	December 2013	Inconsistencies between IFS and DPIPWE's policies require clarification and resolution. Rob Freeman to work with Andrew Crane of DPIPWE.
4.	10 v	Council Meeting 21/6/2013	High	Priority Area 1 to 5	Develop a risk management plan Service Level agreement	IFAC	Defer to October 2013 Completion February 2014	Review DPIPWE's risk register to assess relationship to IFS. Pursue Options with DPIPWE And complete.
5.	9 iv	Council Meeting 18/10/2013	High		Stakeholder Management Plan Develop a Communication	John Diggle	11/12/2013	Abbreviations, roles and full names need to be added. Consideration of more significant key holders.
6	9 v				Fisheries Habitat Improvement Fund	Tony Wright	11/12/2013	Communication Plan to be developed as component of the Stakeholder Management Plan. Mr Wright to write to Rae & Partners regarding the appointment of the Director of IFS as Trustee of the Fund
					Suzanne Baker	Out of Session		Chair to make contact with Mr Hart

## ACTION LIST - as at 18 October 2013

## Inland Fisheries Advisory Council



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Completed						
Agenda Item *	Risk Register Rating/Ref	Corporate Plan Reference	Issue and Action required	Action by	Due date	Progress
7	Med	Development of Estuary Perch Fishery Plan	John Diggle & Tim Farrell	John Diggle & Tim Farrell	December 2013	Prepare a report that details the enablers and barriers to the establishment of an estuarine perch fishery.
8	Council meeting August 2013	High	Hall of Fame	John Diggle and Tony Wright	Out of session	Letter of support for Inductions from IFAC.  Follow up with Frank Hussey re progress on proposed inductions and hall of Fame activities
9	Council meeting 21/6/2013	High	Financial Management Bill Progress Report	Sue Baker, John Diggle and Tony Wright	11/12/2013	Treasury advised that the Bill had not been considered by the Public Accounts Committee and its implementation would be delayed until 1 July 2015.
10 vi	Council Meeting 21/6/2013	High	WH&S induction documentation	Tony Wright	11/12/2013	Photographs of staff to be incorporated in the document that are first aid or fire warden officers.
9 iii	Council Meeting 21/6/2013	Low	150 years of trout fishing in Tasmania	Tony Wright	Ongoing	A Marketing meeting is being held on November 1 2013. Updated report for December meeting
13	Council Meeting 19/4/2013	Low	Policies Register	J Diggle	February 2014	DPIPWE policies register to reconsider at February 2014 meeting  Reference to Service Level Agreement of DPIPWE.
14	Council Meeting 9/8/2013	Low	Annual Report	Suzanne Baker and John Diggle	Work in progress	Better resourcing of IFAC and IFS report on summary of survey results and amendments to work plan.

## ACTION LIST - as at 18 October 2013

## Inland Fisheries Advisory Council



Completed

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	Agenda Item *	Risk Register Rating/Ref	Corporate Plan Reference	Issue and Action required	Action by	Due date	Progress
15		Council Meeting 18/10/2013	High	Xmas Lunch	Suzanne Baker, Pam Voss, Tony Wright and John Diggle,	11/12/2013	Ms Voss to check Ministers availability for Xmas lunch. Managers to consider awards for outstanding staff. Organise lunch at Salmon Ponds after IFAC meeting.
16	8 ii	Council Meeting 18/10/2013	High	Caring for Our Country Funding	Mike Stevens Chris Wisniewski John Diggle	Out of Session Out of session 11/12/2013	Contact Federal Minister from AAT regarding funding. Briefing Note to Mr Stevens Paper regarding IFS need in order to defer work if funding is unsuccessful.
17		Council Meeting 18/10/2013	Med	Water levels lake Sorell and lake Crescent	John Diggle	Out of session	Mr Diggle to keep in close contact with the Mayor in case of water release from Clyde river.
18	10ii	Council Meeting 18/10/2013	High	Investment Strategy	Tony Wright John Diggle	Out of Session Update	Credit ratings to be sent to the Chair on each bank we hold investments in. Update required on DPIPWE's action with Travel allowance policy for staff.
19		Council Meeting 18/10/2013		Travel allowances	John Diggle and Tony Wright.	23/12/2013	Media Brief for the Minister regarding Boat competition and information of fishery.

## ACTION LIST - as at 18 October 2013

## Inland Fisheries Advisory Council

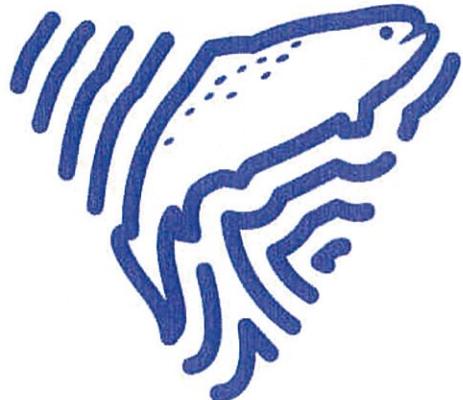
In progress  
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Completed

Agenda Item *	Risk Register Rating/Ref	Corporate Plan Reference	Issue and Action required	Action by	Due date	Progress
20	High	Council Meeting 18/10/2013	Extension of the Whitebait fishery	Tony Wright and John Diggle	Out of session	Check with John Diggle the feasibility of extending the whitebait fishery for 2 more weeks. To be added to next meeting's agenda.
21	Low	Council Meeting 18/10/2013	Arthurs Lake survey that Tim Farrell is working on.	John Diggle	11/12/2013	Added to next meeting's agenda for discussion.
22	8i	Council Meeting 18/10/2013	Victorian Eel fishery	John Diggle  John Diggle and Phil Cooper	11/12/2013	Consider additional waters for eel fishery demands.  Discuss terms of contract regarding supply of eels to Victoria.
23	Low	Council Meeting 18/10/2013	Hydro MOU  Tas Irrigation MOU	John Diggle	11/12/2013	Update on progress of MOU's between Hydro and Tas Irrigation.

DRAFT

**Inland  
Fisheries**  
S E R V I C E



**Communications and Marketing  
Strategy**

2 December 2013

Version 2

## Vision for the Communications Effort

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The vision for all our marketing activity is that our target audiences believe that:

Trout fishing in Tasmania is for everyone – children, novices, families, seniors, outdoor enthusiasts, weekend anglers and experienced fly fisherman.

Trout fishing in Tasmania not only provides the thrill of a catch but it also creates memorable experiences.

## Communications & Marketing Objectives

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The objectives of this communications and marketing strategy are to:

1. Maintain 2012-13 licence revenue
2. Grow licence sales in Southern Tasmania by 10% by the end of the 2014 season
3. Increase visitation to specific non fished waters by 10% visitation in 2013-14. This may include:
  - Lake Pedder
  - Arthurs Lake
  - King William Lake
  - the Derwent River
  - Lake Burbury
4. Grow the 2013-14 junior licence take-up by 100% by the end of the 2014 season.



## Objectives and Strategies

Objectives	Strategies
1. Maintain 2012-13 licence revenue	<ul style="list-style-type: none"> <li>Maximise the licence take up through the competition Win a Boat in 2013</li> <li>Offer a new competition for 2014 – Win a Ford Ranger and heavily promote</li> <li>Seek maximum media attention for the 150<sup>th</sup> anniversary &amp; the story of trout fishing in Tasmania</li> <li>Demonstrate the value of an adult licence especially to those who turn 18 during 2013/14 – benefits and how the licence money is spent – plowed back into fisheries, stocks, habitat etc</li> <li>Mine the IFS database and target lapsed licence holders through an email campaign</li> <li>Introduce other revenue sources including memorabilia sales for the anniversary</li> <li>For those who sign up for a 5 year licence- give them 2 entries in the Win a Ford Ranger competition and a free 150<sup>th</sup> anniversary pin – include this year's 5 years licence holders as well</li> <li>Hold a 150<sup>th</sup> anniversary event at Salmon Ponds - 4 May – invite fishing club representatives, 5 season licence holders, agents, Fly Fishing Museum members</li> <li>Sell for 1<sup>st</sup> time licences at Cressy – only eligible event as prices will not have been set before this</li> <li>Incentivise dealers to make more sales of annual and 5 year licences</li> <li>Develop a client focused customer service charter to become more responsive to all stakeholders</li> <li>Introduce new paperless licence sales for agents and review current agents and identify new ones</li> <li>Focus further on product development and creating positive and memorable experiences</li> </ul>
2. Grow licence sales in Southern Tasmania by 10% by the end of the 2014 season	<ul style="list-style-type: none"> <li>Heavily promoted in the south the Win a Ford Ranger Competition</li> <li>Target potential anglers in the south through targeted Facebook advertising campaigns and maximise the use of Mike Steven's Facebook pages to extend reach</li> <li>Target southern based adults who may have fished when children and who now have kids</li> <li>Use the 150<sup>th</sup> anniversary and its ambassadors to sell the benefits of trout fishing in Tasmania</li> <li>Identify non-traditional and traditional alliances to more widely promote trout fishing in Tasmania</li> </ul>

<p>3. Increase visitation to specific non fished waters by 10% visitation in 2013-14</p> <p>4. Grow the 2013-14 junior license take up by 100% by the end of the 2014 season</p>	<ul style="list-style-type: none"> <li>• Promote those locations when there are good catches happening through local media stories and social media identities such as Mike Stevens &amp; Mike Dugan</li> <li>• Ensure there is an emphasis on good experiences when promoting destinations</li> <li>• Use celebrity ambassadors to host events in targeted locations</li> </ul> <ul style="list-style-type: none"> <li>• Offer free children/ grandchild licences to all adult annual or 5 year licence holders who purchase a licence – no limit on number of children but details must be collected – name, age and address.</li> </ul>
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## SWOT

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Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Lots of trout</li> <li>• Uncrowned fishing – few people</li> <li>• Good accessibility to fishing</li> <li>• Enthusiasm &amp; loyalty of our anglers</li> <li>• Tasmania offers diverse fishing experiences – river and lake</li> <li>• We have wild stocks</li> <li>• Our 150 year experience</li> <li>• Enthusiasm and knowledge of senior managers for angling</li> <li>• Safe fishing environment</li> <li>• Key dates with season opening to promote</li> <li>• Autonomy of the Service</li> </ul>	<ul style="list-style-type: none"> <li>• Localised depletion of trout</li> <li>• Few large trout which people want to catch – lots of small ones</li> <li>• Online communications capability limited</li> <li>• Accessibility to information – distribution of a wide range of information resources is poor</li> <li>• Angler data collection has not been strategic in its re use</li> <li>• No high quality fishery near Hobart – 45 minutes away</li> <li>• We cannot open all fisheries</li> <li>• Seasonal fishery management</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Database marketing</li> <li>• Online marketing to widen audiences</li> <li>• Estuary perch</li> <li>• Conversion of saltwater/marine fisherman</li> <li>• Seek significant grow in junior registrations</li> <li>• Our trout are an underutilised resource</li> <li>• Brand Tasmania/ Tourism Tasmania and Angler Alliances partnerships</li> <li>• Product development – fisheries management</li> <li>• Fishing id a healthy activity</li> <li>• High percentage of boat ownership in Tasmania</li> <li>• Greater environmental awareness in Tasmanian market</li> </ul>	<ul style="list-style-type: none"> <li>• Current economic environment specifically in Tasmania and also Australia wide</li> <li>• Declining population in Tasmania</li> <li>• Lack of support services i.e. accommodation</li> <li>• Climate change</li> <li>• Bad weather – wet and cool summer</li> <li>• High Australian dollar and local tourism downturn</li> <li>• Bureaucracy</li> <li>• Disease in stocks</li> <li>• Change in government creates change in the operations</li> <li>• New Zealand has a premium and well marketed product with low airfares</li> </ul>



## Target Audiences

Clients	Who	Rank #	Marketing Approach
Current Licence holders	Annual and five year Tasmanian licence holders	1	Renewal letters, competitions, sell the benefits of how licence revenue is used, simplify web site, news stories, email marketing, season opening, events such as Liawenee & Trout Expo, Salmon Pond launch of anniversary, licences themselves, up sell short term Tas license holders, improve customer service
	Short term Tasmanian license holders	1	
	Short term Victorian licence holders	2	
Inactive Tasmanian Licence holders	2012 annual and five year licence holders	1	Interrogated database and email, if no email phone for email address, direct mail those from the past 2 years, PR, newspaper stories, social media, Service Tasmania POS, market research into why they have not renewed, use of well known ambassadors to promote trout fishing & reengage passion, 150 <sup>th</sup> anniversary events, nontraditional alliances to widen market reach. Heavily promote after football grand final and Hobart Show weekend
	2012 short term license holders	1	
	Past Juniors – 25+	2	
	Pre 2011 annual and five year licence holders	2	
	Pre 2011 short term license holders	2	
Junior Anglers	Children of current and past licence holders	1	Market to parents and grandparents who are licence holders free child season passes. Ensure data collected for future marketing activities
	Lapsed juniors up to 18 years old	2	
Interstate Anglers	Victorian anglers –specifically club members	2	Club presentations in VIC, newsletters, tackle shops, relationships with fisheries management VIC and access their database, magazine stories
	NSW and QLD anglers	3	
Saltwater Fisherman	Southern Tasmania's - those with boats 5m and less, aged 25 plus	2	MAST newsletter, social media, tackle stores POS, Facebook advertising, fishing magazines, news stories, Service Tasmania POS, Tackle shop forums, alliances marketing
	Northern and North West Tasmanians	3	
Tackle Shops and Dealers	Southern Tasmania	1	Undertake research with targeted agents, email marketing, direct mail, thank you letters at the end of a season, Service Tasmania POS, incentives to grow sales, paperless licence system, visit at least once a year to build relationships, investigate new proactive agents
	Northern and North West Tasmania	2	

Ranking of importance determines the number of touch points required during the communications period. A one ranking means they are a primary stakeholder and that communication must happen often. A 3 ranking means only if IFS has the time and resources.



With assistance from:  
A S Consulting

## **Most important Target Market to achieve objectives**

### **1. Current Licence holders**

- Annual and five year Tasmanian licence holders
- Short term Tasmanian license holders

### **2. Inactive Tasmanian Licence holders**

- 2012 annual and five year licence holders
- 2012 short term license holders

### **3. Junior Anglers**

- Grandchildren/children of current and past licence holders

### **4. Tackle Shops and Dealers**

- Southern Tasmania

## **Secondary target markets**

### **5. Current Licence holders**

- Victorian licence holders

### **6. Inactive Tasmanian Licence holders**

- Past juniors – 25+
- Pre 2011 annual and five year licence holders
- Pre 2011 short term license holders

### **7. Tackle Shops and Dealers**

- Northern and North West Tasmania

### **8. Interstate Anglers**

- Victorian angling club members

### **9. Southern Tasmanian saltwater fishermen**

## **Third level target markets**

### **10. Interstate Anglers**

- NSW and QLD Anglers

### **11. Saltwater fishermen**

- Northern and North West Tasmanian saltwater fishermen

## Calander of Events

Event	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14
Regulation changes	2-10												
Finalise marketing strategy and plan		X											
Win a Boat competition draw	23												
Bronte Fly Fishing School		X											
Back to Pedder		25-26											
New Norfolk Club Day		26th											
Start code draft			4										
Documentary – ifish released			X										
Fees unit review				3									
Design & conception for new season					11-12								
Wigstones Memorial Trophy					X								
Source Hydro & MAST sponsorship					26-27								
Pricing should be gazetted						31							
Start licence forms and renewals inc whitebait							1						
Medallion and win a Car rffer developed								3					
Follow up Hydro & MAST sponsorship									8-9				
2 <sup>nd</sup> Draft licence renewals										17			
Lake Leake Expo											18th		
Family Fishing Day - St Helens											26		
Brown trout season close												27	
Card carriers designed													1
Agfest													3
150 years celebration at Salmon Ponds													4
Liawenee Open Day													17-18
Publication of Angling Code												x	
Final proof of licence checked												30th	
Rainbow season close													1

Event	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14
Licence sent to be printed							2						
Code sent to printers							3						
Test email for licence renewals							16						
Licence books back from printers							24						
Pack up licence books, code &whitebait							26-27						
Post out licence books							30						
Post and email licence renewals							1						
Update internet pricing							1st						
End 13/14 fishing season							31						
Stocking of waters begins							1						
Interclub Challenge opening weekend							2nd						
Season opening							2nd						
Start annual report							14						
Financial statements for audit due							15						
Father's Day							7						
Trout Expo							27-28						
Opening of Rainbow trout season							27		2				
Whitebait season start													
Annual report completed and tabled										15			
N E Rivers Festival											17		
Football final											19		
Hobart show											23		
Cressy Trout Expo											25-26		
Whitebait season ends											11th		
Burbury Trout Competition											22nd		
Cut of licence sales for competition entry											30 <sup>th</sup>		
Regulation changes											1		
Xmas gift promotion starts											1		
Car competition draw											23 <sup>rd</sup>		

## Key Messages

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The suggested key messages are:

1. Go fishing with your grandkids and pass on the tradition
2. There has never been a better time to go trout fishing in Tasmania as there is an abundance of fish
3. Trout fishing is easy, accessible and fun. Anyone can do it
4. Escape to the great outdoors, unwind and have some great experiences that you will remember for a lifetime
5. Tasmania as the home of trout fishing in Australia
6. Try something new – you will love it and you most likely already have all the gear you'll need

To be completed – first draft

## **Specific 150<sup>th</sup> Anniversary Events and Activities**

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### **Print Media**

#### **1. International Federation of Fly Fishers / Fly Fisher Magazine**

Through Mike Stevens and Peter Hayes, Tourism Tasmania has submitted an article on the 150<sup>th</sup> Anniversary to the IFFF's Fly Fisher Magazine.

#### **2. South Australian Angler Magazine**

Shane Mensforth who visited Tasmania in early October will publish his images and stories featuring the 150<sup>th</sup> Anniversary in the South Australian Angler and potentially AFN publications.

#### **3. Freshwater Fishing/ Fly Fisher Magazine**

AFN will run with four stories including a 6 page feature on the 150<sup>th</sup> Anniversary and the cover of the Jan/Feb edition of Freshwater Fishing. This edition will also see a revival of their Flyfisher publication as a reverse magazine (similar to how they currently have Yak Fisher). IFS and Tourism Tasmania have coop'd on an ad to complement this feature.

#### **4. Steve 'Starlo' Starling (Still to be confirmed)**

Steve is planning to travel to Tasmania in April for two weeks, culminating with the Family Fishing Day scheduled for St Helens on Saturday 26th April.

Steve will be gathering material on Tasmania's fishing experiences and the 150th for "FishLife", "NSW Fishing Monthly", "Victorian & Tasmanian Fishing Monthly", "QLD Fishing Monthly", "Freshwater Fishing Australia", "Barra, Bass & Bream Digest", "NAFA", "Club Marine."

#### **5. RM Williams Outback Magazine (Still to be confirmed)**

A 150<sup>th</sup> Anniversary story in the RM Williams Outback magazine in May.

### **Television**

#### **6. Fishing Australia with Rob Paxevanos**

Rob and the crew visited Tasmania in late October to film an episode featuring the 150<sup>th</sup> Anniversary to be aired on WIN TV to over 5.2 million viewers across Australia and promoted through Rob's own online and social media channels [www.robpax.com](http://www.robpax.com) and [www.facebook.com/RobPaxevanos](http://www.facebook.com/RobPaxevanos)

#### **7. iFish 1 hour documentary**

A 1 hour documentary on the 150<sup>th</sup> Anniversary hosted by Paul Worsteling with distribution on Network TEN, ONE HD, regionally on the Southern Cross Network and repeated on Foxtel. Filming is scheduled for 13-20 December. In addition to the documentary footage will be sought for two episodes of their iFish program.

#### **8. AFN – VJP visit in Jan/Feb**

Bill Classon and Trevor Hawkins will be travelling to Tasmania for 5-7 days in late January/early Feb to film for the AFN Fishing show and to also to do some features on trout fishing in Tasmania.

**9. Landline**

Landline (ABC) will run story on trout fishing and its history in Tasmania in March.

**10. Charles Woolley (Still to be confirmed)**

It is hoped that Charles Woolley will be able to produce a 60 Minutes story on the events of 1865 and tell the story of the persistence and tenacity of the trout fishing pioneers in Tasmania and what this has meant today for other trout fishing regions including New Zealand.

**Events**

**11. Australian Fly Fishing Museum Dinner**

Commemorative dinner on Sat 3<sup>rd</sup> May – more details to follow but it is hoped that Charles Woolley may host this

**12. Salmon Ponds 150<sup>th</sup> Anniversary Launch**

IFS event at the Salmon Ponds on 4<sup>th</sup> of May – more details to follow. Fishing club representatives, 5 year season licence holders, agents and Australian Fly Fishing Museum members would be invited.

**13. Liawenee Trout Weekend**

IFS to present Special 150<sup>th</sup> commemorative items for sale.

**Other**

**14. Commemorative Pin**

IFS will offer a free 150<sup>th</sup> commemorative pin for every 5 year license – including those sold this year.

**15. Commemorative Medallion**

To be launched at Salmon Ponds event and will be sold at a profit at \$25 each

**16. Reprint of the booklet – Origins of the Tasmanian Trout**

This will include a new cover, plus some additional information in regard to the last 150 years and possibly more information on the Read family (Redlands). This will be sold at a profit.

**17. Roar Films – Trout (still to be confirmed)**

Roar Films have put together a treatment for a documentary and online ‘game’ to present the 150<sup>th</sup> Anniversary of the introduction of wild brown trout.

## Action Plan for Marketing and Communication Approaches

Communication Method	Strategy	Approach
<b>Positioning and Branding</b>	Build upon the strong and positive brand for the Inland Fisheries Service	<ul style="list-style-type: none"> <li>Actively acknowledge the current &amp; 2014 5 year licence holders through a 150 year anniversary pin</li> <li>Undertake research with tackle stores on their preferences for inshore promotions, incentives &amp; communications</li> <li>Review the questions in the Annual Angler survey – what data is really needed to be collected – what new questions can be asked without making it too onerous i.e. what drives them to get a licence – likes and dislikes</li> <li>Develop a phone follow up exit survey – ask non renewals why they are not renewing</li> <li>Review giveaways – when are they used &amp; who receives them – does this help achieve IFS objectives? Scale back?</li> <li>Research fishing license costs in NZ and other markets to measure ours against</li> <li>Seek anecdotal feedback from IFS Rangers as to why fishing without a licence has increased twofold</li> <li>Attend as many as possible Angling Association dinners and annual general meetings to remain informed</li> <li>Maximise networking opportunities with key stakeholders to promote key messages including key industry associations</li> <li>Develop a client focused customer service charter to become more responsive</li> <li>Develop a list of benefits of what purchasing a fishing licence offers including where the fees go</li> <li>Recruit a well known ambassador for the 150 anniversary celebrations and communications – Charles Woolley</li> <li>Focus further on product development and creating positive and memorable experiences</li> <li>Develop an image library for easy access and use</li> </ul>
<b>Written /Printed Materials</b>	Support licence sales through written materials	<ul style="list-style-type: none"> <li>Continue with IFS access fliers and brochures and update as needed – test to ensure easy to read and follow</li> <li>Produce an invitation that can be used for inviting key stakeholders to a number of 150 anniversary events</li> <li>Produce a combined 150th medallion and Win A Ford Ranger flier for promotion of both – use for MAST mail out</li> <li>Identify and order limited edition non dating merchandise for 150 year anniversary that can be sold at a profit</li> <li>Review current stand up IFS banners and identify if new ones are needed for 150 year anniversary plus other posters</li> <li>Develop in-store promotional material to purchase a license based on the Win a Ford Ranger competition</li> <li>Look at footpath pavement signs for targeted tackle shops and distributors – to get more in-store sales</li> <li>Investigate cost of re printing the “Origins of the Tasmanian Trout” – Focal Printing in 1988</li> <li>In renewal letters and emails communicate the free child/grandchild fishing licence offer</li> <li>Design and produce 150<sup>th</sup> anniversary card carriers and licence design</li> </ul>

Communication Method	Strategy	Approach
		<p>Include on Licence renewal letters the incentive for take up of a 5 year licence – anniversary pin</p> <p>Ensure at least one key message is include on licence renewals and any other correspondence.</p> <p>Undertake a mail out campaign to all short licence holders (&amp; to lapsed) to purchase an annual licence</p> <p>Produce 2013/14 annual report</p>
<b>Online Including social media</b>	Improved the distribution of key messages and accessibility to information	<p>Advertise through Facebook and where appropriate have a specific landing page for measurement</p> <p>Test Google advertising for key words i.e. trout fishing in Tasmania and track success.</p> <p>Review IFS web site and identify how the look and feel can be simplified so it is more user friendly</p> <p>Investigate moving the IFS site from Flume to Filemaker</p> <p>Continue to use Mail Chimp in all email campaigns to potential and existing licence holders to measure success</p> <p>Continue to email as many as possible their licence renewals – focus on continuing to build email database</p> <p>Mine the IFS database and target lapsed licence holders through an email campaign</p> <p>Introduce advertising in the Infish app – develop a pricing strategy for this – listing price and cost per click</p> <p>Promote those locations when there are good catches happening through Mike Stevens and Mick Dugan's Facebook</p> <p>Introduce paperless license invoice system for agents</p> <p>Start a deceased licence holder data base so they are not marketed to in the future as a lapsed licence holder</p> <p>Continue to review web content monthly and add new information</p> <p>Introduce a consistent email signature to be used by all staff and include a key message and call to action</p>
<b>Media</b>	Use the media to get the attention of all target audiences and stakeholders	<p>Promote widely the 150<sup>th</sup> anniversary of the introduction of trout into Tasmania in targeted print media</p> <p>Promote widely the 150<sup>th</sup> anniversary in targeted TV media – 60 Minutes, Landline, ABC</p> <p>Seek to use Charles Woolley as an ambassadors for the anniversary and promote this through the media</p> <p>Seek a story in one of the national weekend newspaper magazines about the 150 year anniversary</p> <p>Promote the season opening in local and interstate media</p> <p>Develop a content plan for providing stories to Tas Fishing</p> <p>Promote product development outcomes and positive and memorable experiences these create</p> <p>Target stories in fishing magazines that are read by our primary target audiences</p>

Communication Method	Strategy	Approach
<b>Events</b>	Increase annual and 5 year licence sales through targeted events	<p>Organise a significant 150<sup>th</sup> anniversary event at Salmon Ponds – have an event manager – 4 May</p> <p><b>Hold a dinner at the Australian Fly Fishing Museum to celebrate 150<sup>th</sup> anniversary</b></p> <p>Get Charles Woolly to be the ambassador of Trout Fishing Tasmania for the 150<sup>th</sup> anniversary</p> <p>Have a Father's Day promotion to purchase a licence as a gift</p> <p>Use Charles Woolley and other celebrities to host events at underutilised waters</p> <p>Promote the Win a Ford Ranger at ALL events</p> <p>Ensure the Trout Expo is interactive and engaging</p> <p>Sell licences for the first time at the Cressy event</p> <p>At the Liawenee Trout weekend plan for the event to maximise awareness of all activities, to provide more interactive events and to ensure professionalism and consistency – offer an event map and maximise promotion of key messages</p> <p>Promote 150 anniversary - have an event manager – Gabriel Balon</p> <p>Promote getting a fishing licence as a Xmas gift</p>
<b>Sponsorship</b>	Continue to be a good corporate citizen and local citizen but ensure there is always recognition for all sponsorship & that it meets IFS objectives	<p>Clearly articulate criteria for sponsorship and donations– who is eligible and who is not</p> <p>Clearly identify the criteria to be a good corporate citizen</p> <p>Ensure there is a media story around all sponsorship activities</p> <p>Identify how Inland fisheries would like to be recognised for any sponsorship or donation i.e. inclusion of logo, naming, newsletter story</p> <p>Source Hydro and MAST sponsorship</p> <p>Produce low cost free giveaways – pens, mugs and stickers</p>
<b>Sales</b>	Actively seek licence renewals	<p>Better promote how licence fees are used to the benefit of all fishers – stocks, habitat and facilities</p> <p>Offer greater incentive to purchase a five year license – i.e. 2 entries in the Win a Ranger comp and a 150<sup>th</sup> pin</p> <p>Do tie in promotions with relevant others such as MAST, Tourism Tasmania, Brand Tasmania to drive sales</p> <p>Mine IFS data base and send email campaign to non active members</p> <p>Park the Ford Ranger at high visibility locations to promote the draw and increase uptake in licenses</p> <p>Where invited make Club presentations to Victorian clubs- offer an incentive for them to come through partners</p> <p>Seek to use the Victorian Fisheries database and Victorian angling clubs members for an email campaign</p>

Communication Method	Strategy	Approach
		<p>Develop a specific strategy for increasing sales through fishing and tackle shops by offering an incentive</p> <p>Offer free junior membership to parents and grandparents who are full season licence holders – collect junior details</p>
Advertising		<p>Investigate advertising at the State Cinema in Hobart and ensure information is also available as a takeaway</p> <p>Continue to advertise in targeted fishing magazines – also seek editorial – i.e. Tas Fishing and Boating, Victoria and Tas Fishing Monthly and where appropriate Fly Life and Freshwater Fishing</p> <p>Research the introduction of a low cost TV ad - promote trout fishing is for everyone and the memories it creates</p>

# Implementation

DRAFT

Approach	Who	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec
<b>Positioning &amp; Branding</b>														
Undertake research with tackle stores	Suzi													
Review the Annual Angler survey	Suzi													
Develop a phone follow up exit survey	Suzi													
Review giveaways	Suzi/Tony													
Research fishing license costs in NZ & other	Suzi													
Why has fishing without a licence increased?	Chris													
Attend Angling dinners and annual general meetings	ExeTeam													
Maximise networking opportunities with stakeholders	ExeTeam													
Develop client focused customer service charter														
Develop a list of benefits of what purchasing a fishing licence offers including where the fees go	Suzi/Tony													
Recruit a well known ambassador for the 150 anniversary celebrations – Charles Woolley	Suzi/Tony													
Focus further on product development and creating positive and memorable experiences	ExeTeam													
Develop an image library for easy access and use														
<b>Written Communications</b>														
Produce an invitation for 150 anniversary events	Suzi													
Produce a combined 150th medallion and Win A Ford Ranger flier for promotion including MAST	Suzi													
Identify and order limited edition non dating merchandise for 150 year anniversary	Suzi/Tony													
Review current stand up IFS banners and identify if new ones are needed for 150 year anniversary	Tony													
Develop in-store promotional material to purchase a license based on the Win a Ford Ranger competition	Suzi													
Look at footpath pavement signs for targeted tackle shops and distributors – to get more in-store sales	Suzi													

Approach	Who	DRAFT										
		Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Investigate re printing the "Origins of the Tasmanian Trout" – Focal Printing in 1988	Suzi/Mike											
In renewal letters and emails communicate the free child/grandchild fishing licence offer												
Produce 150 <sup>th</sup> card carriers and licence design												
Include on Licence renewal letters the incentive for take up of a 5 year licence – anniversary pin												
Ensure at least one key message is include on licence renewals and any other correspondence.	ALL											
Undertake a mail out campaign to all short licence holders (& to lapsed) to purchase an annual licence												
Produce 2013/14 annual report	Tony/Suzi											
<b>Online</b>												
Advertise through Facebook	Suzi											
Test Google advertising for key words	Suzi											
Review IFS web site and identify how the look and feel can be simplified so it is more user friendly	Suzi											
Investigate moving IFS site from Flume to Filemaker	Tony											
Continue to email licence renewals – focus on continuing to build email database												
Mine the IFS database and target lapsed licence holders through an email campaign												
Introduce advertising in the Infish ap – develop a pricing strategy for this – listing price & cost per click	Suzi/Tony											
Promote those locations when there are good catches happening through others Facebook	Kelly											
Introduce paperless license invoice for agents												
Start a deceased licence holder data base	Suzi/Tony											
Introduce a consistent email signature to be used by all staff and include a key message and call to action												
<b>Media</b>	Jennifer											
Promote widely the 150 <sup>th</sup> anniversary of the												

Approach	Who	DRAFT										
		Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct
Introduction of trout in targeted print media	Jen/Suzi											
Promote widely the 150 <sup>th</sup> anniversary in targeted TV media – 60 Minutes, Landline, ABC												
Seek to use Charles Woolley as an ambassadors for the anniversary and promote this through the media	Suzi/Jen											
Seek a story in one of the national weekend newspaper magazines about the anniversary	Jen											
Promote the season opening in media												
Develop a content plan for stories to Tas Fishing												
Promote product development outcomes and positive and memorable experiences												
Target stories in fishing magazines that are read by our primary target audiences												
<b>Events</b>												
Organise a significant 150 <sup>th</sup> anniversary event at Salmon Ponds – have an event manager – 4 May												
Hold a dinner at the Australian Fly Fishing Museum to celebrate 150 <sup>th</sup> anniversary												
Have a Father's Day promotion to purchase a licence												
Use Charles Woolley and others to host events at underutilised waters												
Promote the Win a Ford Ranger at ALL events												
Ensure the Trout Expo is interactive and engaging												
Sell licences for the first time at the Cressy event												
At the Liawenee plan for the event to maximise awareness of all activities, to provide more interactive												
Promote getting a fishing licence as a Xmas gift												
<b>Sponsorship</b>												
Clearly articulate criteria for sponsorship and donations– who is eligible and who is not												
Identify the criteria to be a good corporate citizen												
Ensure there is a media story around all sponsorship												
Confidential												

Approach		Who	DRAFT									
			Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep
Identify how Inland fisheries would like to be recognised for any sponsorship or donation												
Source Hydro and MAST sponsorship												
Produce low cost giveaways – pens, mugs, stickers												
<b>Sales</b>												
Better promote how licence fees are used to the benefit of all fishers – stocks, habitat and facilities		Suzi/ET										
Offer greater incentive to purchase a five year license												
Do tie in promotions with relevant others												
Park the Ford Ranger at high visibility locations to promote the draw and increase uptake in licenses												
Where invited make Club presentations to Victorian clubs- offer an incentive for them to come												
Seek to use the Victorian Fisheries database and VIC angling clubs members for an email campaign		Suzi										
Develop a specific strategy for increasing sales through fishing and tackle shops incentive												
Offer free junior membership to parents and grandparents who are full season licence holders												
<b>Advertising</b>												
Investigate advertising at the State Cinema in Hobart		Suzi										
Continue to advertise in targeted fishing magazines – also seek editorial – i.e. Tas Fishing and Boating												
Research the introduction of a low cost TV ad		Suzi/Tony										

## Appendix

### Sponsorship in 2012/13

100.00	Donation To "Day For Daniel"
500.00	Distribution Of Expen Closed Water Stoking Program
1,363.64	Donation To Aust Fly Museum
5,000.00	Web Cam Assistance Funding to Anglers Alliance
250.00	Donation DVRA Cash Prize Derwent Valley Art Exhibition
400.00	Brisbane Boat Show Marketing & Promotion
1,000.00	Trout Guides & Lodges Contribution Sydney Boat Show
200.00	Collection of donations trout weekend to Longford fishing club

## Gillespie, Cindy (IFS)

---

**From:** Wright, Anthony (IFS)  
**Sent:** Thursday, 5 December 2013 9:39 AM  
**To:** Gillespie, Cindy (IFS)  
**Subject:** FW: Commemorative Medal

Cindy

Would you please include email below in meeting papers.

Regards

Tony Wright  
Deputy Director  
Inland Fisheries Service  
17 Back River Rd  
New Norfolk Tas 7140

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PO Box 575  
New Norfolk Tas 7140

[anthony.wright@dpipwe.tas.gov.au](mailto:anthony.wright@dpipwe.tas.gov.au)

03 62618061- Phone  
03 62618051 - Fax  
0419116541 - Mobile

---

**From:** Roger McNeice [mailto:rvm@eftel.net.au]  
**Sent:** Friday, 29 November 2013 9:32 AM  
**To:** Wright, Anthony (IFS)  
**Cc:** Robert wansborough  
**Subject:** RE: Commemorative Medal

Tony,

Further to our telephone conversation today I can confirm the pricing for the badges and medallion etc.

1. Badges 2000 @ 0.85c each
2. Medallions 2000 @ \$5.80 each
3. Cases as per sample left with you \$2.10 each – 2000

I can confirm that the badges and medallions **will be quality products** and if you are happy with the pricing I will proceed to design stage.

With the design I suggest the following – badge as discusses with trout rising out of water coloured and the words **150 years** at top with date **4 May 1864-2014** below and **Trout Fish Tasmania** included in design – 25mm diameter fully enameled badge.

The medallion design – **Obverse** TROUT with logo and ***Trout Fish Tasmania*** included (as per design sent to me yesterday.) On the **reverse** of the medallion A person in a lake fishing – coloured. It will be very appealing to everyone.

Size of medallion 50mm cased as same style as the sample LONGFORD medallion left with you.

I think the medallion and badge will be very appealing and would attract a lot of attention.

I look forward to your comments

Warmest regards

roger

---

**From:** Wright, Anthony (IFS) [<mailto:Anthony.Wright@ifs.tas.gov.au>]

**Sent:** Thursday, 21 November 2013 1:23 PM

**To:** Roger Mc Neice

**Subject:** RE: Commemorative Medal

Roger

Ok see you at New Norfolk.

Regards

Tony Wright  
Deputy Director  
Inland Fisheries Service  
17 Back River Rd  
New Norfolk Tas 7140

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PO Box 575  
New Norfolk Tas 7140

[anthony.wright@dipwe.tas.gov.au](mailto:anthony.wright@dipwe.tas.gov.au)

03 62618061- Phone  
03 62618051 - Fax  
0419116541 - Mobile

---

**From:** Roger Mc Neice [<mailto:rvm@eftel.net.au>]

**Sent:** Thursday, 21 November 2013 12:18 PM

**To:** Wright, Anthony (IFS)

**Subject:** Re: Commemorative Medal

Your office ?

Sent from my iPhone

On 21 Nov 2013, at 12:06 pm, "Wright, Anthony (IFS)" <[Anthony.Wright@ifs.tas.gov.au](mailto:Anthony.Wright@ifs.tas.gov.au)> wrote:

Roger

Where do you wish to meet.

Regards

Tony Wright  
Deputy Director  
Inland Fisheries Service  
17 Back River Rd  
New Norfolk Tas 7140

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[anthony.wright@dipwe.tas.gov.au](mailto:anthony.wright@dipwe.tas.gov.au)

03 62618061- Phone  
03 62618051 - Fax  
0419116541 - Mobile

---

**From:** Roger McNeice [mailto:[rvm@eftel.net.au](mailto:rvm@eftel.net.au)]  
**Sent:** Thursday, 21 November 2013 11:55 AM  
**To:** Wright, Anthony (IFS)  
**Subject:** RE: Commemorative Medal

Hi Tony,  
regards  
roger

---

**From:** Wright, Anthony (IFS) [mailto:[Anthony.Wright@ifs.tas.gov.au](mailto:Anthony.Wright@ifs.tas.gov.au)]  
**Sent:** Thursday, 21 November 2013 10:04 AM  
**To:** Roger McNeice  
**Subject:** RE: Commemorative Medal

Roger

What about next Thursday 28 November 2013 say 11.30am. You choose the venue.

Regards

Tony Wright  
Deputy Director  
Inland Fisheries Service

17 Back River Rd  
New Norfolk Tas 7140

"CONFIDENTIALITY NOTICE AND DISCLAIMER

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PO Box 575  
New Norfolk Tas 7140

[anthony.wright@dpipwe.tas.gov.au](mailto:anthony.wright@dpipwe.tas.gov.au)

03 62618061- Phone  
03 62618051 - Fax  
0419116541 - Mobile

---

**From:** Roger McNeice [<mailto:rvm@eftel.net.au>]  
**Sent:** Thursday, 21 November 2013 9:45 AM  
**To:** Wright, Anthony (IFS)  
**Cc:** Robert wansborough  
**Subject:** RE: Commemorative Medal

Hi Tony,  
I can catch up anytime next week you like – just let me know a suitable time and I will bring samples of medals with me  
Warmest regards  
Roger

---

**From:** Wright, Anthony (IFS) [<mailto:Anthony.Wright@ifs.tas.gov.au>]  
**Sent:** Thursday, 21 November 2013 9:21 AM  
**To:** [rvm@eftel.net.au](mailto:rvm@eftel.net.au)  
**Subject:** Commemorative Medal

Roger

I refer to your telephone call to this office yesterday and would appreciate if you would call me regarding the 150<sup>th</sup> anniversary.

Regards

Tony Wright  
Deputy Director  
Inland Fisheries Service  
17 Back River Rd  
New Norfolk Tas 7140

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## Gillespie, Cindy (IFS)

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**From:** Wright, Anthony (IFS)  
**Sent:** Thursday, 5 December 2013 9:41 AM  
**To:** Gillespie, Cindy (IFS)  
**Subject:** FW: Salmon at the Antipodes

Cindy

Please also include emails below in the meeting papers.

Regards

Tony Wright  
Deputy Director  
Inland Fisheries Service  
17 Back River Rd  
New Norfolk Tas 7140

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PO Box 575  
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[anthony.wright@dPIPWE.tas.gov.au](mailto:anthony.wright@dPIPWE.tas.gov.au)

03 62618061 - Phone  
03 62618051 - Fax  
0419116541 - Mobile

---

**From:** suzi watral [mailto:[swatral@bigpond.net.au](mailto:swatral@bigpond.net.au)]  
**Sent:** Sunday, 1 December 2013 9:58 AM  
**To:** Wright, Anthony (IFS)  
**Subject:** FW: Salmon at the Antipodes

Hi Tony

Mike already has the costs to reprint 'Origins of the Tasmanian Trout'. See below. I will wait to hear from you re proceeding or not. I think if we do we should re do the cover so it is more engaging

Regards  
Suzi

A S Consulting  
0407-526-460  
[swatral@asconsult.com.au](mailto:swatral@asconsult.com.au)  
[www.asconsult.com.au](http://www.asconsult.com.au)



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**From:** [fishingnews@gmail.com](mailto:fishingnews@gmail.com) [mailto:[fishingnews@gmail.com](mailto:fishingnews@gmail.com)] **On Behalf Of** Michael Stevens  
**Sent:** Saturday, 30 November 2013 9:17 PM  
**To:** suzi watral  
**Subject:** Re: Salmon at the Antipodes

Tony may be confusing two books, but here is my synopsis.

I had a look at a book for Tony, that IFS holds the copyright for - 'Origins of the Tasmanian Trout' by Jean Walker (1988). I could redo 1000 of these with any additions, corrections or changes for \$6250 + GST. Assuming number of pages stays at 48.

I would be happy to take 200 and reduce price to \$5000 + GST.

'Salmon at the Antipodes' by John Clements (1988) is another book of nearly 400 pages A4, for which I have obtained the rights to reproduce from John's wife Golda. John passed away in 2001. I do plan to do this book in a limited edition and am currently having the volume re-typed. If IFS wants to investigate some standard editions I am happy to look at that. I have not costed this yet.

Mike Stevens

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[www.tasfish.com](http://www.tasfish.com)

Stevens Publishing PO Box 7504, Launceston, Tas 7250  
Phone 0418 129949, Fax 03 6331 1278  
Board member - Marine and Safety Tasmania  
Member - Inland Fisheries Advisory Council  
Chairman - Australian Fly Fishing Museum  
Past Chairman - Anglers Alliance Tasmania  
FF 7753

On Sat, Nov 30, 2013 at 7:11 PM, suzi watral <[swatral@bigpond.net.au](mailto:swatral@bigpond.net.au)> wrote:

Hi Mike

Tony asked that I follow up with you for an update on the progress (if any) in getting the book "Salmon at the Antipodes" reprinted and if this can be something for inclusion in memorabilia sale items for the 150<sup>th</sup> Anniversary?

Regards

Suzi

A S Consulting

# Inland Fisheries Advisory Council

**FOR DISCUSSION and NOTING**

**AGENDA ITEM**

**8.iii**

MEETING: 11 December 2013

SUBJECT: Inland Fisheries Stakeholder Engagement Plan

REPORT FROM: Director to Council

RESOLUTION: That the Council notes the paper for discussion at the December meeting.

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## **Background**

The Inland Fisheries Service has a wide range of stakeholders and Council have considered and ranked these at previous meetings. The information from these discussions has been considered and developed into a stakeholder engagement plan for the highest ranking stakeholders. This plan has been updated following feedback from the October meeting of Council, suggestion regarding NRM was not included due to the infrequent nature of the communications to date, however this and other stakeholders may be incorporated as issues arise.

## **Recommendation**

---

That Council reviews the stakeholder engagement plan in attachment 1.

## **Attachments: 1. Inland Fisheries Stakeholder Engagement Plan**

Stakeholder	Interaction	Responsible Person/s	Status	Timelines
<b>Minister for Primary Industries and Water</b>	Meetings post IFAC or as required	Director and Chair of IFAC	Ongoing	
<b>Department of Primary Industries, Parks, Water and Environment</b>	DPIPWE Executive Meeting Service Level Agreement Meeting Parks and Wildlife Service regional management	Director Director, CW, NM	Ongoing In Progress In Discussion	Weekly 31 December 2013 Autumn 2014
<b>Fishcare</b>	Informal agreement including funding and support to Trout Weekend	Director	Ongoing	Annual
<b>Marine Fisheries</b>	regular contact with Director Marine and staff	Director	Ongoing	Nil
<b>Hydro Tasmania</b>	Overarching MOU covering regular meetings, Projects, Lake Level Agreements and Elver Relocation Agreement	Director and various staff	Ongoing	April 2017
<b>Marine and Safety Tasmania</b>	Liaison on Boating Infrastructure, IFS compliance support of MAST Regulations	Director, NM	Ongoing	As required
<b>Department of Treasury and Finance</b>	Meeting to discuss funding issues	Director and Deputy D	Overdue	Annual
<b>Anglers Alliance</b>	MOU covering funding and Meetings	Director	Overdue	Ended 30 June 2013
<b>Tasmanian Irrigation</b>	MOU covering access and facilities and annual meeting	Director, NM	In Progress	31 December 2013
<b>Commercial Hatcheries</b>	Informal arrangement re Supply of fish for stocking	BM	Ongoing	Nil
<b>Angling Clubs</b>	Informal, support for junior dams, attend club functions	Director, BM, CW, NM, Deputy D	Ongoing	As required
<b>Trout Guides and Lodges</b>	IFS attends AGM and general meetings as required, cooperative marketing	Director	Ongoing	As required

<b>Anglers</b>	IFS Website news and other content	TF and various staff	Ongoing	As required
<b>Tasmania Police</b>	Informal arrangement with Regional Offices	CW, SH	Ongoing	Annual
<b>Tourism Tasmania</b>	MOU covering marketing	Director and Deputy D	Ongoing	Annual work plan
<b>University of Tasmania</b>	Meetings and funding for research projects of mutual interest	Director	Ongoing	As required
<b>Department of Environment</b>	Reporting as required for the CFOC funding agreement and liaison with Tasmanian Coordinator	CW and Director	Commenced November 2013	Two year funding agreement
<b>Local Government</b>	General liaison on relevant issues including planning, regional tourism, access, roads	Director, NM	Ongoing	As required

**Abbreviations:** CW (Chris Wisniewski, Section Manager - Fisheries Management), NM (Neil Morrow, Project Manager Anglers Access), TF (Tim Farrell, Senior Fisheries Manager), BM (Brett Mawbey, Hatchery Manager), SH (Stephen Hepworth, Manager Compliance and Operations)

## Inland Fisheries Service Income Statement as at 02-Dec-2013

Account Description	Budget 2013-2014	Budget To 30 Nov 2013	Actual To 30 Nov 2013	2012-2013 To 30 Nov 2012	2012-2013 To 30 June 2013
<b>4 Revenues</b>					
<b>Angling &amp; Other Lic</b>					
<b>411 Angling Licences</b>					
4101 - Recreational Licences	-1,689,365.00	-1,424,044.00	-1,439,652.64	-1,260,284.87	-1,615,219.37
4102 - Arrears	0.00	0.00	-3,774.06	-2,848.77	-2,848.77
<b>Total - 411 Angling Licences</b>	<b>\$1,689,365.00</b>	<b>-\$1,424,044.00</b>	<b>-\$1,443,426.70</b>	<b>-\$1,263,133.64</b>	<b>-\$1,618,068.14</b>
<b>412 Whitebait Licences</b>					
4103 - Whitebait	-23,103.00	-23,103.00	-18,157.20	-22,645.86	-26,130.66
<b>Total - 412 Whitebait Licences</b>	<b>-\$23,103.00</b>	<b>-\$23,103.00</b>	<b>-\$18,157.20</b>	<b>-\$22,645.86</b>	<b>-\$26,130.66</b>
<b>413 Commercial Licences</b>					
4104 - Commercial Fishers	-23,884.00	-23,884.00	-32,781.49	-41,052.27	-41,052.27
<b>Total - 413 Commercial Licences</b>	<b>-\$23,884.00</b>	<b>-\$23,884.00</b>	<b>-\$32,781.49</b>	<b>-\$41,052.27</b>	<b>-\$41,052.27</b>
<b>414 Fish Farm Licences</b>					
4105 - Fish Farm	-42,435.00	-20,815.00	-39,799.02	-12,559.28	-42,018.22
<b>Total - 414 Fish Farm Licences</b>	<b>-\$42,435.00</b>	<b>-\$20,815.00</b>	<b>-\$39,799.02</b>	<b>-\$12,559.28</b>	<b>-\$42,018.22</b>
<b>415 Private Fishery Registrations</b>					
4106 - Private Fishery	-14,645.00	-10,816.00	-14,089.00	-13,110.00	-13,830.00
<b>Total - 415 Private Fishery Registrations</b>	<b>-\$14,645.00</b>	<b>-\$10,816.00</b>	<b>-\$14,089.00</b>	<b>-\$13,110.00</b>	<b>-\$13,830.00</b>
<b>416 Permits</b>					
4107 - Exemption Permit	-1,387.00	-492.00	-730.00	-1,115.79	-2,267.79
4109 - Farm Dam Fishing Permits	-4,217.00	-1,810.00	-1,135.20	-691.20	-1,381.00
<b>Total - 416 Permits</b>	<b>-\$5,604.00</b>	<b>-\$2,302.00</b>	<b>-\$1,865.20</b>	<b>-\$1,806.99</b>	<b>-\$3,648.79</b>
<b>417 Fish Dealer Registrations</b>					
4108 - Fish Dealer	-2,284.00	-2,105.00	-2,006.80	-2,282.40	-2,450.40
<b>Total - 417 Fish Dealer Registrations</b>	<b>-\$2,284.00</b>	<b>-\$2,105.00</b>	<b>-\$2,006.80</b>	<b>-\$2,282.40</b>	<b>-\$2,450.40</b>

**Inland Fisheries Service Income Statement as at 02-Dec-2013**

Account Description	Budget	Budget	Actual	2012-2013	2012-2013
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 Nov 2012	To 30 June 2013
<b>Total -Angling &amp; Other Lic</b>	<b>\$-1,801,320.00</b>	<b>-\$1,507,069.00</b>	<b>-\$1,552,125.41</b>	<b>-\$1,356,590.44</b>	<b>-\$1,747,198.48</b>
<b>Government Grants</b>					
<b>421 Annual Contribution</b>					
4201 - Annual Contribution	-1,089,000.00	-1,089,000.00	-1,089,000.00	-1,201,000.00	-1,135,000.00
<b>Total - 421 Annual Contribution</b>	<b>-\$1,089,000.00</b>	<b>-\$1,089,000.00</b>	<b>-\$1,089,000.00</b>	<b>-\$1,201,000.00</b>	<b>-\$1,135,000.00</b>
<b>422 Other Grants</b>					
4204 - Other Grants (Internal to Govt)	-410,000.00	-85,000.00	-69,700.00	-246,000.00	-410,000.00
<b>Total - 422 Other Grants</b>	<b>-\$410,000.00</b>	<b>-\$85,000.00</b>	<b>-\$69,700.00</b>	<b>-\$246,000.00</b>	<b>-\$410,000.00</b>
<b>Total -Government Grants</b>	<b>-\$1,499,000.00</b>	<b>-\$1,174,000.00</b>	<b>-\$1,158,700.00</b>	<b>-\$1,447,000.00</b>	<b>-\$1,545,000.00</b>
<b>Ext Grants &amp; Reimb</b>					
<b>431 External Grants and Reimbursements</b>					
4303 - Other Grants (External to Govt)	0.00	0.00	-22,500.00	-22,500.00	-22,500.00
4305 -Project Funded Revenue (Drawdown ONLY)	0.00	0.00	0.00	0.00	-113,737.11
4306 - Sponsorship	5,564.00	-1,000.00	0.00	0.00	0.00
4307 - Reimbursements	-16,501.00	-4,055.00	-2,000.00	-15,037.83	-22,803.51
4308 - Bio-Consultancy	-51,000.00	0.00	0.00	0.00	-58,661.58
4309 - Elver Lamprey Restocking	-43,000.00	-43,000.00	-41,300.00	-82,600.00	-82,600.00
4310 - Refunds - Insurance	0.00	0.00	0.00	-308.37	-2,872.01
4311 - Donations	0.00	0.00	-89.06	1.97	-3,090.18
<b>Total - 431 External Grants and Reimbursements</b>	<b>-\$116,065.00</b>	<b>-\$48,055.00</b>	<b>-\$65,889.06</b>	<b>-\$120,444.23</b>	<b>-\$306,264.39</b>
<b>Total -Ext Grants &amp; Reimb</b>	<b>-\$116,065.00</b>	<b>-\$48,055.00</b>	<b>-\$65,889.06</b>	<b>-\$120,444.23</b>	<b>-\$306,264.39</b>
<b>Interest</b>					
<b>441 Interest</b>					
4401 - Bank Interest	-115,000.00	-28,004.00	-28,867.67	-36,039.37	-129,676.30
<b>Total - 441 Interest</b>	<b>-\$115,000.00</b>	<b>-\$28,004.00</b>	<b>-\$28,867.67</b>	<b>-\$36,039.37</b>	<b>-\$129,676.30</b>
<b>Total -Interest</b>	<b>-\$115,000.00</b>	<b>-\$28,004.00</b>	<b>-\$28,867.67</b>	<b>-\$36,039.37</b>	<b>-\$129,676.30</b>
<b>Other Revenue</b>					

## Inland Fisheries Service Income Statement as at 02-Dec-2013

Account Description	Budget	Budget	Actual	2012-2013	2012-2013
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 Nov 2012	To 30 June 2013
<b>451 Fines</b>					
4502 - Fines	-12,773.00	-5,285.00	-5,552.65	-5,762.70	-10,953.05
<b>Total - 451 Fines</b>	<b>\$12,773.00</b>	<b>-\$5,285.00</b>	<b>-\$5,552.65</b>	<b>-\$5,762.70</b>	<b>-\$10,953.05</b>
<b>452 Rent</b>					
4503 - Rent - Hill Street	-91,181.00	-45,681.00	-40,961.37	-39,937.07	-96,873.04
4504 - Rent - New Norfolk	-23,581.00	-13,525.00	-13,316.85	-13,165.32	-31,764.78
4505 - Lease - Salmon Ponds Restaurant	-111,093.00	-52,752.00	-45,104.40	-45,103.60	-108,249.76
4508 - Rent - Police (Iiawenee)	-9,716.00	-4,681.00	-4,065.33	-4,050.75	-9,721.80
4509 - Rent House (Salmon Ponds)	-6,288.00	-3,452.00	-3,440.00	-2,400.00	-5,760.00
4510 - Rent - Western Junction	-16,245.00	-7,824.00	-6,769.90	-6,624.20	-15,985.50
4511 - Rent - Florence Street	-80,325.00	-38,835.00	-33,808.88	-33,114.38	-80,108.46
<b>Total - 452 Rent</b>	<b>-\$338,429.00</b>	<b>-\$166,750.00</b>	<b>-\$147,466.73</b>	<b>-\$144,395.32</b>	<b>-\$348,463.34</b>
<b>453 Miscellaneous Other Revenue</b>					
4514 - Sales - Fish Feed	5,962.00	-2,693.00	-2,303.33	-2,183.81	-6,493.11
4520 - Angling Code Advertising	0.00	0.00	0.00	0.00	-7,500.00
4521 - Open Weekend	-1,647.00	0.00	0.00	0.00	0.00
4522 - Salmon Ponds Admission	5,100.00	-1,637.00	-857.12	-2,448.07	-4,170.98
4527 - Recoveries of Electricity and Other Charges	-10,200.00	-2,634.00	-2,029.81	-4,259.28	-11,452.94
4528 - Miscellaneous Revenue (GST)	-714.00	-14.00	-551.76	0.00	-1,099.91
4529 - Miscellaneous Revenue (No GST)	-1,020.00	-20.00	0.00	0.00	-3,635.64
4530 - Sale of Surplus Goods & Materials	0.00	0.00	0.00	0.00	-2,318.18
<b>Total - 453 Miscellaneous Other Revenue</b>	<b>-\$24,643.00</b>	<b>-\$6,998.00</b>	<b>-\$5,742.02</b>	<b>-\$8,891.16</b>	<b>-\$36,670.76</b>
<b>454 Fish Sales</b>					
4550 - Sales Fish Ova	6,120.00	-3,424.00	-3,423.64	-3,423.64	-3,423.64
4551 - Sales Juvenile Eels	-25,500.00	0.00	-2,500.00	-9,090.91	-12,500.00
4552 - Sales Juvenile Brown Trout	-5,100.00	0.00	-2,727.27	0.00	0.00
4553 - Sales Juvenile Rainbow Trout	-9,296.00	-4,730.00	-4,454.56	-8,181.82	-8,181.82
4554 - Sales Adult Brown Trout	0.00	0.00	-2,727.27	-3,018.18	-3,096.73
4555 - Sales Rainbow Trout	-4,080.00	-4,080.00	-4,545.45	-2,268.18	-2,722.73
<b>Total - 454 Fish Sales</b>	<b>-\$50,096.00</b>	<b>-\$12,234.00</b>	<b>-\$20,378.19</b>	<b>-\$25,982.73</b>	<b>-\$29,924.92</b>
<b>Total - Other Revenue</b>	<b>-\$425,941.00</b>	<b>-\$191,267.00</b>	<b>-\$179,139.59</b>	<b>-\$185,031.91</b>	<b>-\$426,012.07</b>

**Inland Fisheries Service Income Statement as at 02-Dec-2013**

<b>Account Description</b>	<b>Budget</b>	<b>Actual</b>	<b>2012-2013</b>	<b>2012-2013</b>
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 June 2013
<b>Total - 4 Revenues</b>	<b>\$3,957,326.00</b>	<b>-\$2,948,395.00</b>	<b>-\$2,984,721.73</b>	<b>-\$3,145,105.95</b>
<b>5 Expenses</b>				<b>-\$4,154,151.24</b>
<b>Personnel Expenses</b>				
<b>511 Salaries &amp; Wages</b>				
5101 - Salaries	695,480.00	552,558.37	597,154.07	1,441,624.30
5102 - Lump Sum Annual Leave & Long Serv Leave	0.00	77,984.29	116,406.11	183,679.27
5116 - Purchased Leave Scheme	0.00	2,076.79	673.58	3,397.98
<b>Total - 511 Salaries &amp; Wages</b>	<b>\$1,700,403.00</b>	<b>\$695,480.00</b>	<b>\$632,619.45</b>	<b>\$714,233.76</b>
<b>512 Superannuation</b>				
5106 - Superannuation	88,484.00	83,282.00	84,304.87	86,689.51
<b>Total - 512 Superannuation</b>	<b>\$188,484.00</b>	<b>\$83,282.00</b>	<b>\$84,304.87</b>	<b>\$86,689.51</b>
<b>513 Overtime &amp; Penalties</b>				
5107 - Overtime & Penalties	6,005.00	3,714.86	3,718.21	20,752.24
5108 - Other Employee Related Costs	0.00	0.00	100.80	100.80
<b>Total - 513 Overtime &amp; Penalties</b>	<b>\$25,500.00</b>	<b>\$6,005.00</b>	<b>\$3,714.86</b>	<b>\$3,819.01</b>
<b>514 Allowances</b>				
5109 - Allowances - HAD & MRD	110,058.00	49,176.00	52,017.00	57,155.52
<b>Total - 514 Allowances</b>	<b>\$110,058.00</b>	<b>\$49,176.00</b>	<b>\$52,017.00</b>	<b>\$57,155.52</b>
<b>515 Sitting Fees</b>				
5110 - Sitting Fees	34,515.00	13,802.00	13,728.15	16,275.78
<b>Total - 515 Sitting Fees</b>	<b>\$34,515.00</b>	<b>\$13,802.00</b>	<b>\$13,728.15</b>	<b>\$16,275.78</b>
<b>516 Payroll Tax</b>				
5111 - Payroll Tax	0.00	0.00	1,028.00	33,545.99
<b>Total - 516 Payroll Tax</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,028.00</b>	<b>\$33,545.99</b>
<b>517 Workers Compensation</b>				
5112 - Workers Comp Premiums	10,550.00	10,550.00	10,793.02	10,552.41
				10,552.41

## Inland Fisheries Service Income Statement as at 02-Dec-2013

Account Description	Budget	Budget	Actual	2012-2013	2012-2013
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 Nov 2012	To 30 June 2013
<b>Total - 517 Workers Compensation</b>					
<b>518 Recruitment Expenses</b>					
5113 - Staff Recruitment	0.00	0.00	237.48	15.00	15.00
<b>Total - 518 Recruitment Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$237.48</b>	<b>\$15.00</b>	<b>\$15.00</b>
<b>519 Fringe Benefits Tax</b>					
5114 - Fringe Benefits Tax	4,326.00	415.00	406.38	1,028.00	3,084.00
<b>Total - 519 Fringe Benefits Tax</b>	<b>\$4,326.00</b>	<b>\$415.00</b>	<b>\$406.38</b>	<b>\$1,028.00</b>	<b>\$3,084.00</b>
<b>Total - Personnel Expenses</b>					
<b>521 Advertising and Promotion</b>					
5201 - Marketing & Promotions	13,240.00	9,240.00	16,530.87	3,948.02	29,893.13
5271 - Advertising / Publications	25,000.00	14,000.00	5,768.44	19,748.71	30,068.71
5272 - Advertising / Media	10,000.00	5,000.00	0.00	6,483.66	7,074.57
<b>Total - 521 Advertising and Promotion</b>	<b>\$48,240.00</b>	<b>\$28,240.00</b>	<b>\$22,299.31</b>	<b>\$30,180.39</b>	<b>\$67,036.41</b>
<b>522 Audit Fees</b>					
5202 - Audit Fees	18,692.00	7,780.00	9,930.00	7,570.00	18,149.50
<b>Total - 522 Audit Fees</b>	<b>\$18,692.00</b>	<b>\$7,780.00</b>	<b>\$9,930.00</b>	<b>\$7,570.00</b>	<b>\$18,149.50</b>
<b>523 Conferences / Training</b>					
5203 - Training	15,000.00	7,351.00	6,649.58	4,158.34	4,920.62
<b>Total - 523 Conferences / Training</b>	<b>\$15,000.00</b>	<b>\$7,351.00</b>	<b>\$6,649.58</b>	<b>\$4,158.34</b>	<b>\$4,920.62</b>
<b>524 Contractors / Consultants</b>					
5204 - Consultants Fees (Advice)	6,000.00	4,230.00	3,636.36	4,200.00	5,609.09
5205 - Professional Fees (Work)	20,000.00	6,000.00	21,565.61	9,719.21	29,969.79
<b>Total - 524 Contractors / Consultants</b>	<b>\$26,000.00</b>	<b>\$10,230.00</b>	<b>\$25,201.97</b>	<b>\$13,919.21</b>	<b>\$35,578.88</b>
<b>525 Equipment Maintenance &amp; Hire</b>					
5207 - Equipment Hire/Leases	35,000.00	15,154.00	14,574.26	14,095.92	43,760.50

**Inland Fisheries Service Income Statement as at 02-Dec-2013**

<b>Account Description</b>	<b>Budget</b>	<b>Budget</b>	<b>Actual</b>	<b>2012-2013</b>	<b>2012-2013</b>
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 Nov 2012	To 30 June 2013
5208 - Equipment Maintenance		17,000.00	7,160.00	10,483.92	8,315.82
<b>Total - 525 Equipment Maintenance &amp; Hire</b>	<b>\$52,000.00</b>	<b>\$22,314.00</b>	<b>\$25,058.18</b>	<b>\$22,411.74</b>	<b>\$63,362.26</b>
<b>526 General Insurance</b>					
5209 - General Insurance		33,400.00	33,400.00	35,376.26	32,217.57
<b>Total - 526 General Insurance</b>	<b>\$33,400.00</b>	<b>\$33,400.00</b>	<b>\$35,376.26</b>	<b>\$32,217.57</b>	<b>\$32,943.57</b>
<b>527 Grants and Contributions</b>					
5210 - Grants	24,000.00	24,000.00	28,818.16	23,636.29	36,136.29
5273 - Contributions & Donations	8,000.00	6,000.00	2,677.27	6,000.00	8,813.64
<b>Total - 527 Grants and Contributions</b>	<b>\$32,000.00</b>	<b>\$30,000.00</b>	<b>\$31,495.43</b>	<b>\$29,636.29</b>	<b>\$44,949.93</b>
<b>528 Legal Expenses</b>					
5211 - Legal Costs	0.00	0.00	0.00	8.44	0.00
<b>Total - 528 Legal Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$8.44</b>	<b>\$0.00</b>
<b>529 Library / Subscriptions</b>					
5212 - Printing Publications, Brochures & Other	48,000.00	42,000.00	48,663.87	21,539.50	41,452.08
5213 - Library	1,200.00	500.00	854.48	681.35	1,567.81
<b>Total - 529 Library / Subscriptions</b>	<b>\$49,200.00</b>	<b>\$42,500.00</b>	<b>\$49,518.35</b>	<b>\$22,220.85</b>	<b>\$43,019.89</b>
<b>530 Motor Vehicle Expenses</b>					
5214 - Vehicle Fuel	75,000.00	24,000.00	19,967.44	25,480.39	70,062.33
5215 - Vehicle Hire	2,000.00	800.00	153.16	97.45	1,943.90
5217 - Vehicle Maintenance & Other Costs	14,000.00	4,600.00	6,040.15	5,452.29	13,439.99
5231 - Motor Vehicle Depreciation	50,000.00	0.00	2,394.11	790.45	51,882.75
<b>Total - 530 Motor Vehicle Expenses</b>	<b>\$141,000.00</b>	<b>\$29,400.00</b>	<b>\$28,554.86</b>	<b>\$31,820.58</b>	<b>\$137,328.97</b>
<b>531 Office Expenses</b>					
5218 - Office Telephones & Facsimiles	22,000.00	7,800.00	8,083.44	7,248.19	19,896.39
5219 - Postage/Freight	35,000.00	28,000.00	32,493.90	27,096.24	40,745.31
5220 - Computer Hardware Costs	15,000.00	7,500.00	3,033.43	8,321.74	12,927.35
5222 - Computer Software Costs	20,000.00	10,000.00	7,811.54	9,563.67	30,807.89
5223 - Network Costs	13,000.00	5,500.00	2,382.00	5,177.49	12,412.62
5224 - Office Requisites	1,500.00	500.00	327.22	494.84	1,332.86

## Inland Fisheries Service Income Statement as at 02-Dec-2013

Account Description	Budget	Budget	Actual	2012-2013	2012-2013
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 Nov 2012	To 30 June 2013
5225 - Bank Charges	13,000.00	7,560.00	8,027.84	7,929.22	12,474.42
5262 - Website Expenses	12,000.00	3,000.00	2,929.50	2,514.83	2,514.83
5269 - Office Printing & Stationery	9,000.00	3,000.00	2,413.76	3,768.57	8,422.20
<b>Total - 531 Office Expenses</b>	<b>\$140,500.00</b>	<b>\$72,860.00</b>	<b>\$67,502.63</b>	<b>\$72,114.79</b>	<b>\$141,533.87</b>
<b>532 Operating Expenses</b>					
5227 - Gas & Oxygen Supplies	14,500.00	2,000.00	0.00	3,963.72	14,325.08
5228 - Mobile Phones & Radios	25,000.00	9,500.00	7,912.27	8,717.69	24,733.13
5229 - Equipment Purchases Minor	32,500.00	10,000.00	6,417.00	16,873.80	45,781.25
5230 - Equipment Depreciation	84,000.00	0.00	0.00	0.00	93,771.22
5233 - Commissions	40,000.00	25,000.00	21,538.61	22,072.41	39,044.23
5234 - Operating Supplies	90,000.00	38,000.00	27,840.36	33,991.82	101,259.24
5235 - Water Testing, Sampling & Analysis	500.00	300.00	276.00	57.00	343.95
5236 - Contract Services	100,000.00	45,000.00	53,121.43	64,621.65	196,880.30
5237 - Fish Transport	48,000.00	34,000.00	32,364.86	18,440.00	62,060.00
5238 - Occupational Health & Safety	8,000.00	2,300.00	348.49	1,661.77	5,168.86
5240 - Meetings & Conferences	12,000.00	4,000.00	2,625.73	1,937.94	11,863.87
5242 - Entertainment-Food & Catering (NON FBT)	0.00	0.00	0.00	1,165.24	0.00
5243 - Miscellaneous Expenditure	500.00	280.00	80.00	217.27	217.27
5259 - Fish Purchases	0.00	0.00	4,545.45	0.00	2,000.00
5260 - Fish Feed	21,000.00	9,000.00	10,448.50	10,998.02	17,753.32
5264 - Fish Health Expenses	2,500.00	1,000.00	202.83	0.00	237.30
5280 - Signage	7,000.00	3,000.00	1,225.00	2,276.52	6,698.52
<b>Total - 532 Operating Expenses</b>	<b>\$485,500.00</b>	<b>\$183,380.00</b>	<b>\$168,946.53</b>	<b>\$186,994.85</b>	<b>\$622,137.54</b>
<b>533 Rates &amp; Property Costs</b>					
5244 - Council Rates	40,000.00	10,000.00	-967.75	23,207.12	38,887.24
5245 - Building Cleaning	30,000.00	12,100.00	12,613.57	13,766.50	33,769.49
5246 - Property Repairs & Maintenance	65,000.00	32,000.00	17,183.41	35,024.53	78,580.34
5247 - Security & Fire Services	13,000.00	5,000.00	6,278.19	4,917.77	13,383.59
5248 - Electricity & Power	65,000.00	34,000.00	33,843.64	2,750.26	61,569.23
5249 - Grounds Maintenance	15,000.00	6,000.00	4,851.55	2,863.09	13,252.36
5250 - Building Depreciation	90,000.00	0.00	0.00	0.00	85,933.76
5251 - Development Works & Council Fees	60,000.00	16,000.00	4,357.99	458.78	37,221.66
5285 - Civil & Road Works	103,958.00	27,500.00	1,803.63	5,474.93	23,586.52
<b>Total - 533 Rates &amp; Property Costs</b>	<b>\$481,958.00</b>	<b>\$142,600.00</b>	<b>\$79,964.23</b>	<b>\$88,461.98</b>	<b>\$386,184.19</b>

### Inland Fisheries Service Income Statement as at 02-Dec-2013

Account Description	Budget	Budget	Actual	2012-2013	2012-2013
	2013-2014	To 30 Nov 2013	To 30 Nov 2013	To 30 Nov 2012	To 30 June 2013
5232 - Vessel Depreciation	10,000.00	0.00	116.73	0.00	9,880.25
5253 - Vessel Maintenance & Other Costs	11,000.00	4,000.00	10,839.30	2,956.48	66,623.53
5267 - Vessel Outboard Maint & Costs	5,000.00	4,500.00	3,714.32	2,036.09	2,036.09
<b>Total - 534 Seacraft Costs</b>	<b>\$26,000.00</b>	<b>\$8,500.00</b>	<b>\$14,670.35</b>	<b>\$4,992.57</b>	<b>\$78,539.87</b>
<b>536 Travel Expenses</b>					
5254 - Interstate Travel	5,000.00	2,000.00	434.45	3,162.75	3,162.75
5255 - Intrastate Travel	110,000.00	40,000.00	29,213.18	42,795.62	119,093.02
5256 - Overseas Travel	0.00	0.00	0.00	2,020.51	2,020.51
5257 - Kilometrage Allowance	2,000.00	600.00	434.69	326.22	1,437.81
5268 - Staff Fuel Allowance	7,000.00	3,000.00	1,536.00	1,428.00	7,254.94
<b>Total - 536 Travel Expenses</b>	<b>\$124,000.00</b>	<b>\$45,600.00</b>	<b>\$31,618.32</b>	<b>\$49,733.10</b>	<b>\$132,969.03</b>
<b>537 Protective Clothing and Equipment</b>					
5258 - Protective Clothing & Uniforms	12,000.00	4,500.00	7,044.63	5,692.39	12,681.57
<b>Total - 537 Protective Clothing and Equipment</b>	<b>\$12,000.00</b>	<b>\$4,500.00</b>	<b>\$7,044.63</b>	<b>\$5,692.39</b>	<b>\$12,681.57</b>
<b>Total - Operating Costs</b>					
<b>Total - 5 Expenses</b>	<b>\$3,759,326.00</b>	<b>\$1,527,365.00</b>	<b>\$1,402,679.84</b>	<b>\$1,525,448.07</b>	<b>\$3,888,413.56</b>
<b>Net Operating Surplus(Deficit)</b>	<b>-\$198,000.00</b>	<b>-\$1,421,030.00</b>	<b>-\$1,582,041.89</b>	<b>-\$1,619,657.88</b>	<b>-\$265,737.68</b>
<b>Other Comprehensive Income</b>					
4601 - Gross proceeds from disposal of Assets	0.00	0.00	-60,039.09	-43,018.18	-120,054.54
5270 - Written down value of disposed assets	0.00	0.00	58,114.36	39,571.22	115,615.38
<b>Net gain (loss) on Sale of Non-financial assets</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$1,924.73</b>	<b>-\$3,446.96</b>	<b>-\$4,439.16</b>
<b>Comprehensive Result</b>	<b>-\$198,000.00</b>	<b>-\$1,421,030.00</b>	<b>-\$1,583,966.62</b>	<b>-\$1,623,104.84</b>	<b>-\$270,176.84</b>

**Inland Fisheries Service Balance Sheet as at 30-Nov-2013**

<b>Account Description</b>	<b>Budget</b>		<b>Current</b>		<b>2012-2013</b>	
	<b>2013-2014</b>	<b>To 30 Nov 2013</b>	<b>To 30 November 2013</b>	<b>To 30 November 2013</b>	<b>To 30 November 2013</b>	<b>To 30 June 2013</b>
<b>1 Assets</b>	\$198,000.00	\$1,421,030.00	\$9,873,428.38	\$9,784,511.67	\$8,344,374.18	
<b>11 Current Assets</b>						
<b>111 Cash at Bank</b>	\$198,000.00	\$1,421,030.00	\$3,490,782.87	\$3,337,734.66	\$2,041,429.91	
1101 - Bank Account	\$0.00	\$0.00	\$3,372,144.56	\$3,195,274.28	\$1,911,489.62	1,911,489.62
<b>113 Debtors</b>	\$198,000.00	\$1,421,030.00	\$118,638.31	\$142,460.38	\$129,940.29	
1102 - GST AP Claimable on Purchases	0.00	0.00	1,373,568.50	1,201,365.87	1,201,365.86	-1,247,165.59
1103 - GST AR Reimbursement from ATO	0.00	0.00	-1,335,508.59	-1,146,941.50	87,396.10	21,074.73
1104 - Suritory Debtors Control Account	0.00	0.00	60,578.40	0.00	0.00	52,113.05
1105 - General Control	198,000.00	1,421,030.00	0.00	0.00	0.00	
<b>12 Non-Current Assets</b>						
<b>121 Motor Vehicles</b>						
1201 - Motor Vehicles Asset	\$0.00	\$0.00	\$420,247.81	\$393,937.49	\$417,095.94	417,095.94
<b>122 Acc Depreciation MV</b>						
1202 - MV Accumulated Depreciation	\$0.00	\$0.00	-\$41,383.10	-\$59,179.36	-\$71,689.82	-71,689.82
<b>123 Vessels</b>						
1203 - Vessels Asset	\$0.00	\$0.00	\$176,120.69	\$165,159.33	\$165,159.33	
<b>124 Acc Depreciation Vessels</b>						
1204 - Vessels Accumulated Depreciation	\$0.00	\$0.00	-\$100,250.58	-\$111,895.13	-\$121,775.38	-121,775.38
<b>125 Plant &amp; Equipment</b>						
1205 - Plant & Equipment Asset	\$0.00	\$0.00	\$1,170,016.75	\$1,121,155.76	\$1,121,155.76	
<b>126 Acc Depreciation P&amp;E</b>						
1206 - P&E Accumulated Depreciation	\$0.00	\$0.00	-\$608,280.06	-\$514,508.84	-\$608,280.06	-608,280.06
<b>127 Land</b>						
1207 - Land Asset	\$0.00	\$0.00	\$593,000.00	\$593,000.00	\$593,000.00	
<b>128 Buildings</b>						
1208 - Buildings Asset	\$0.00	\$0.00	\$3,040,698.51	\$3,040,698.51	\$3,040,698.51	
<b>129 Acc Depreciation Buildings</b>						
1209 - Buildings Accumulated Depreciation	\$0.00	\$0.00	-\$497,524.51	-\$411,590.75	-\$497,524.51	-497,524.51
<b>130 Investment Property</b>						
1220 - Investment Property	\$0.00	\$0.00	\$2,230,000.00	\$2,230,000.00	\$2,230,000.00	2,230,000.00
<b>131 Work in Progress and Asset Clearing</b>						
1210 - Asset Clearing	\$0.00	\$0.00	\$0.00	\$0.00	\$35,104.50	0.00
1211 - Work in Progress	0.00	0.00	0.00	0.00	35,104.50	
<b>2 Liabilities</b>						
<b>21 Current Liabilities</b>						
<b>211 Creditors</b>						
2101 - Employee Entitlements (Current)	\$0.00	\$0.00			-\$370,512.61	
2102 - GST AR Payable on Sales	0.00	0.00			-\$370,505.01	
2103 - GST AR Payable to ATO	0.00	0.00			-\$353,260.80	
2104 - Creditors Control Account	0.00	0.00			-271,930.35	
					-736,966.56	
					690,692.86	
					-78,031.69	
					-35,056.75	

**Inland Fisheries Service Balance Sheet as at 30-Nov-2013**

<b>Account Description</b>	<b>Budget</b>	<b>Budget</b>	<b>Current</b>	<b>2012-2013</b>	<b>2012-2013</b>
	<b>2013-2014</b>	<b>To 30 Nov 2013</b>	<b>To 30 November 2013</b>	<b>To 30 November 2013</b>	<b>To 30 June 2013</b>
<b>213 Trade Creditors</b> 2107 - Funds Rec for Ext Proj (Drawdown ONLY) 2108 - Trade Creditors	\$0.00 0.00 0.00	\$0.00 0.00 0.00	\$33,793.57 33,793.57 0.00	\$79,943.56 -79,943.56 0.00	-\$39,825.48 0.00 -39,825.48
<b>22 Non-Curr Liabilities</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$280,262.07</b>	<b>-\$310,101.67</b>	<b>-\$280,262.07</b>
<b>224 Provision Non Current Liability</b> 2201 - Long Service Leave - Conditional	\$0.00 0.00	\$0.00 0.00	-\$280,262.07 -280,262.07	-\$310,101.67 -310,101.67	-\$280,262.07 -280,262.07
<b>3 Equity</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$7,671,025.85</b>	<b>-\$7,400,848.99</b>	<b>-\$7,400,848.99</b>
<b>31 Reserves</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$2,058,005.77</b>	<b>-\$2,058,005.77</b>	<b>-\$2,058,005.77</b>
<b>312 Asset Revaluation Reserve</b> 3102 - Asset Revaluation Reserve	\$0.00 0.00	\$0.00 0.00	-\$2,058,005.77 -2,058,005.77	-\$2,058,005.77 -2,058,005.77	-\$2,058,005.77 -2,058,005.77
<b>32 Accumulated Surplus</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$2,413,166.08</b>	<b>-\$2,142,989.22</b>	<b>-\$2,142,989.22</b>
<b>321 Accumulated Surpluses</b> 3201 - Accumulated Surpluses / Deficits	\$0.00 0.00	\$0.00 0.00	-\$2,413,166.08 -2,413,166.08	-\$2,142,989.22 -2,142,989.22	-\$2,142,989.22 -2,142,989.22
<b>33 Capital</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$3,199,854.00</b>	<b>-\$3,199,854.00</b>	<b>-\$3,199,854.00</b>
<b>331 Capital</b> 3301 - Contributed Capital	\$0.00 0.00	\$0.00 0.00	-\$3,199,854.00 -3,199,854.00	-\$3,199,854.00 -3,199,854.00	-\$3,199,854.00 -3,199,854.00
<b>Net Operating Surplus(Deficit)</b>	<b>-198,000.00</b>	<b>-1,421,030.00</b>	<b>-1,583,879.02</b>	<b>-1,623,104.84</b>	<b>-270,176.84</b>
<b>Equity</b>	<b>0.00</b>	<b>0.00</b>	<b>-7,671,025.85</b>	<b>-7,400,848.99</b>	<b>-7,400,848.99</b>
<b>Adjusted Equity</b>	<b>-198,000.00</b>	<b>-1,421,030.00</b>	<b>-9,254,904.87</b>	<b>-9,023,953.83</b>	<b>-7,671,025.83</b>



## CONTRACTOR AND VISITOR WHS INDUCTION

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### Work Health and Safety

#### Your responsibilities

- If you see a potential hazard or risk you have an obligation to report it to front office reception immediately
- React safely in an emergency (obey all instructions of wardens, stay away from danger areas, move quickly and do not panic)
- Know how to raise the alarm in an emergency (alert the fire warden, activate the nearest red break glass alarm, ring 000)
- Do not allow hazardous circumstances to develop or escalate.

#### Reporting Accidents and Hazards

There is a requirement that any accidents, dangerous incidents, injuries and illnesses at this office are reported to the Reception as soon as it is practicable. You will be asked to complete an Accident and Incident Report for any incident and a Risk Assessment for all activities.

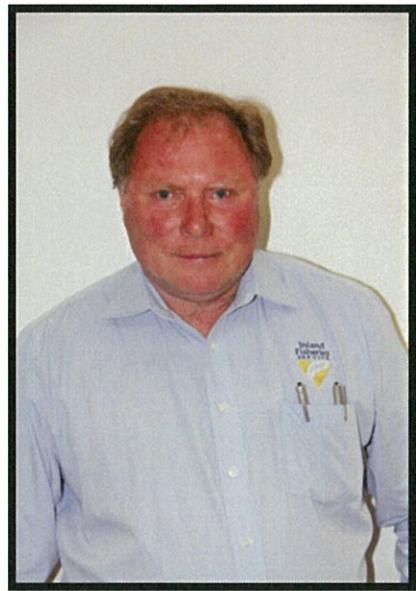
For serious incidents where medical attention is required please phone 000 in the first instance and notify Reception as soon as practicable.

We have two first aid kits one in the tea room and the other is located under the mail table next to the front door. The defibrillator is located under the mail table near the front entrance. Please see the first aid officer Donna Barber if you require treatment. All staff that undertake field work also hold first aid qualifications.

#### Evacuation Procedures

Emergency Exits – refer to floor plan posted next to the alarm at side door.

## **Chief Fire Wardens**



Kellie Fahey is the Chief Warden

Phone: 62688056

Mobile: 0417383241

Email: [kellie.fahey@ifs.tas.gov.au](mailto:kellie.fahey@ifs.tas.gov.au)

Tony Wright is the Deputy Chief Warden

Phone: 62618061

Mobile: 0419116541

Email: [anthony.wright@dppwe.tas.gov.au](mailto:anthony.wright@dppwe.tas.gov.au)

## **Fire Warden and First Aid Officer**



Donna Barber is a Fire Warden and First Aid Officer

Phone: 62618073

Mobile: 0419505781

Email: [donna.barber@ifs.tas.gov.au](mailto:donna.barber@ifs.tas.gov.au)

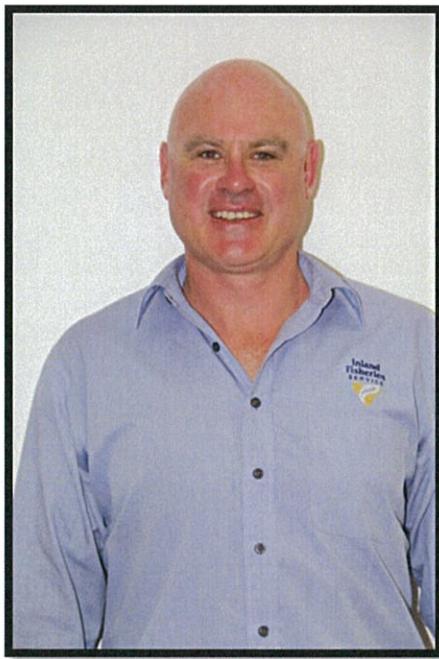
## Fire Wardens



Cindy Gillespie  
Phone: 62618065  
Mobile: 0409489088  
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Neil Morrow  
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## CONTRACTOR AND VISITOR WHS INDUCTION

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### Alarms

On hearing the alarm (siren)

- Collect personal belongings, only if you are at your work area
- Secure vital documents/ cash/ computer as directed
- Proceed to your nearest safe exit or exit as designated by a Warden
- Proceed directly to the Assembly area at the front of the car park next to the football grounds
- Report to your Warden at Assemble area for roll call
- Await further instruction

When evacuating, DO NOT

- Leave the evacuation assembly area until instructed
- Re-enter the building until it is advised by wardens or emergency personnel that it is safe to do so

If an alarm is activated after hours, evacuate the building via designated Emergency Exits. Don not re-enter the building unless it has been declared safe by emergency personnel.

### Non-smoking environment

The Inland Fisheries and its premises is a smoke free environment.

### Code of conduct

Offensive behavior will not be tolerated. This includes:

- All behavior and language that reinforces appropriate, demeaning or discriminatory attitudes or assumptions about persons based on age, race, sex, disability, sexual orientation, transgender status or marital status; and
- Behavior such as whistling, unsolicited remarks of a sexual nature and swearing.

Contractors are required to ensure persons affected by alcohol or other drugs are not permitted to carry out work within or for the Office.

### Noise levels (machinery, electrical equipment)

Any contract work resulting in noise must be kept as low as possible. Playing loud radios and loud music is not permitted. Work with sustained high noise levels should be conducted outside of core business hours.



## CONTRACTOR AND VISITOR WHS INDUCTION

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### Asbestos

Any work involving asbestos is required to be performed in accordance with the *WHS Regulation 2011 and code of Practice – How to manage and Control Asbestos in the Workplace*. The asbestos register is located at reception. All contractors are required to read the asbestos register and asbestos management plan prior to commencing any works.

### Dangerous goods and hazardous substances

Contractors who bring hazardous substances or dangerous goods onto Office premises are required to have the following:

- A full description including product name, use, quantity etc.
- A copy of the Safety Data sheet
- A copy of the risk assessment relating to use(s) of the hazardous substance
- Work procedures required for safety storage, use and disposal
- Training details of those required to use the substance
- Chemical inventory of hazardous substances.

### Security

#### Access Arrangements and Building Security

Please ensure any visitor/identification passes provided to you are clearly displayed at all times. All access arrangements must be organised with Reception. Unless otherwise arranged, all contractors must report to the Reception before commencing work. It's the responsibility of the Contractor to keep track of any access cards issued to them and to immediately notify the Reception if cards are lost or stolen.

The Contractor must not compromise the Office's security for the building and must comply with security directions as notified.

All keys and cards issued to Contractors must be returned at the conclusion of the work being undertaken.

#### Working after hours

The office's hours of operation are between 8.45am and 5.06pm. Any contract works undertaken outside of these hours must be arranged with the Deputy Director and security cards/ keys issued accordingly.



## CONTRACTOR AND VISITOR WHS INDUCTION

### Building Services

#### Location of toilets and showers

Follow hallway straight down to the end and male toilets are located through the doors of the tea room. Ladies toilets are located to the left before the tearoom.

Showers are available off the male toilets together with lockers for the storage of personal items. A shower is also located next to the ladies toilets.

An emergency shower is located outside the laboratory entrance door in the hatchery.

By signing you acknowledge that you understand and accept the information above and your individual responsibilities.

**Please read and complete before signing the declaration below and the Visitor Sign- In register**

#### Details

Contractor or visitor name: \_\_\_\_\_

Position: \_\_\_\_\_

Employer: \_\_\_\_\_

Qualifications and  
insurance details \_\_\_\_\_

Reason for being on premises: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_