



Strategy 2016/17

Our Purpose

To enhance the recreational fishing experience in South Australia

Vision

RecFish SA is recognised as the peak body representing recreational fishers and for developing recreational fishing opportunities.

Core Values

- RecFish SA believes community advocacy and meaningful participation is essential to the management, research and development of recreational fisheries.
- RecFish SA is committed to engaging with our stakeholders through modern, relevant and timely communications.
- RecFish SA is committed to developing and maintaining respectful relationships with key stakeholders including recreational fishers, government & the broader community.
- RecFish SA makes decisions in the interest of the recreational fishing community, balanced by social, environmental & economic considerations
- RecFish SA and its people will act with trust, honesty and integrity.
- RecFish SA is an inclusive organisation that promotes diversity in its membership, leadership and all of its endeavours.
- RecFish SA is committed to embracing a fair, safe, inclusive and supportive environment for its staff and volunteers.

Strategies

1. Financial Sustainability

Establish sustainable, long term funding.

2. Operations and Governance

Operate in a professional manner and implement business processes.

3. Communication

Develop and maintain modern, relevant and timely communication channels.

4. Marketing and Membership

Present a consistent & coherent brand that promotes our objectives, successes & grows membership.

5. Development and Delivery

Deliver on projects that improve recreational fishing.

6. Representation

Maintain effective networks and consultation mechanisms.