

## STRATEGIC PLANNING: KEY AREAS, OBJECTIVES & ACTIONS

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<b><u>KEY AREA 1</u></b>		
Representation and Advocacy		
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>PRIORITY</b>
Continue to expand and diversify membership	<ul style="list-style-type: none"> <li>▪ Develop and promote partnerships with kindred organisations and stakeholders</li> <li>▪ Develop skills of VRFish Members (education and resources)</li> <li>▪ Fill all unaffiliated member positions</li> </ul>	Q1, Q2, Q3, Q4
Improve the effectiveness of our advocacy	<ul style="list-style-type: none"> <li>▪ Strongly represent recreational fishing to all government agencies and relevant forums</li> <li>▪ Lead the debate on future issues that may threaten the activity or influence the shape of recreational fishing</li> </ul>	Q1, Q2, Q3, Q4
Strengthen operation of VRFish regional representatives	<ul style="list-style-type: none"> <li>▪ Define the role of representatives and implement their operation</li> </ul>	Q2
Strengthen operation of Research and Development Committee	<ul style="list-style-type: none"> <li>▪ Committee continues development of prioritized list for research</li> </ul>	Q2
Use analysis and research to support advocacy efforts	<ul style="list-style-type: none"> <li>▪ Establish true economic value of recreational fishing in Victoria</li> </ul>	Q4 (ongoing)

## KEY AREA 2

Preserving and enhancing the fish resource, infrastructure, access and the experience

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>PRIORITY</b>
Secure funding for a VRFish Project Officer	<ul style="list-style-type: none"><li>▪ To optimise access to funding programs of all sorts</li><li>▪ To advocate that Victorian recreational fishers receive an equitable allocation of funding to their fisheries and infrastructure</li><li>▪ Effective delivery and extension of projects</li><li>▪ Expand funding base to increase benefits to recreational fishers</li></ul>	Q1
Develop policies/processes that directly improve recreational fishing activity	<ul style="list-style-type: none"><li>▪ Advocate availability of fish resources through resource management and stocking programs</li><li>▪ Advocate environmental flows of Victoria's waterways to maintain healthy habitats</li><li>▪ Improve access to fishing locations</li><li>▪ Advocate to increase and improve boat launching facilities</li><li>▪ Advocate for bay &amp; inlet commercial netting buy-back</li><li>▪ Monitor channel deepening</li><li>▪ Review bag and size limits</li><li>▪ Personal Flotation Device review</li></ul>	Q1, Q2, Q3, Q4

### KEY AREA 3

Develop a broader, more effective communications profile

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>PRIORITY</b>
Develop a Communications Strategy	<ul style="list-style-type: none"> <li>▪ Establish a Communications Committee and develop Terms of Reference</li> <li>▪ Identify processes to effectively and efficiently engage with stakeholders</li> <li>▪ Improve recreational fishing image in community</li> <li>▪ Promote sustainable fishing and resources</li> <li>▪ Promote social benefit of recreational fishing</li> <li>▪ Market fishing as the family activity</li> </ul>	Q1, Q2, Q3, Q4
Arrange a State Council Meeting in provincial Victoria	<ul style="list-style-type: none"> <li>▪ Increase awareness of area for other Members</li> <li>▪ Raise awareness of VRFish</li> <li>▪ Provide a forum for communication between VRFish stakeholders</li> </ul>	Q4
Publication of a detailed Annual Report	<ul style="list-style-type: none"> <li>▪ Public accountability and awareness of VRFish functions</li> <li>▪ Promotion of achievements of the organization to stakeholders</li> <li>▪ Provides a scorecard for the organization as well as delivering the evidence of good corporate and financial management</li> </ul>	Q1
Improve and update VRFish website with a recreational fishing focus	<ul style="list-style-type: none"> <li>▪ Develop maps showing Victorian access points, facilities, fish types, weather etc</li> </ul>	Q3

## KEY AREA 4

### Corporate Governance

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>PRIORITY</b>
Strengthen operation of Finance Committee	<ul style="list-style-type: none"><li>▪ Achieve goals and objectives outlined in the Finance Committee's Terms of Reference</li><li>▪ Implement new funding model based on \$1.70 per RFL and secure this on an ongoing basis</li><li>▪ New budget to be based on conservative 5 year average of 178,000 RFL's per annum</li><li>▪ The Board and executive will need to defer discretionary funding until actual numbers of RFL's can be forecast with greater certainty</li></ul>	Q1
Manage risks effectively	<ul style="list-style-type: none"><li>▪ Use business plan and budget to manage risks to the organization.</li><li>▪ Secretariat to provide the Board with regular reports on implementation of business plan and financials</li></ul>	Q1, Q2, Q3, Q4
Develop an operations manual	<ul style="list-style-type: none"><li>▪ Outline roles, responsibilities and processes of organisation</li></ul>	Q2