



# Media Release

DATE: July 27<sup>th</sup> 2006

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FROM THE OFFICE OF VRFISH – VICTORIAS' RECREATIONAL FISHING PEAK BODY

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## VRFish Hooks McGuire...

Bob Pearce, VRFish Chairman, today announced key interim staffing appointments, “I am pleased to advise the appointment of Merv McGuire as our Executive Officer on an interim basis”.

Merv McGuire joins VRFish from his previous position as Chief Executive Officer of the Rex Hunt Futurefish Foundation and brings with him a wealth of experience in advocacy on behalf of recreational fishermen. This strong basis of experience and knowledge of the sector means that he is well placed to deliver an immediate and effective contribution to the operation of VRFish.

As well as the appointment of Merv McGuire, VRFish also advised of the promotion of Alison Cobblestick to the position of Administration Officer, also on an interim basis. Alison's role will be to manage VRFish's office administration and to provide support to the Executive Officer. “Alison has made an enormous contribution to VRFish during her relatively short time with us and has shown that she is more than capable of accepting the higher responsibilities that we are entrusting her with,” said Mr Pearce.

“The appointment of Merv in an interim capacity allows VRFish time to consider how VRFish will be able to cope with a new funding model before committing to a permanent appointment. It also provides time to investigate alternative staffing combinations or options, should it be deemed necessary. We trust that the Recreational Fishing stakeholders will make Merv welcome and continue to give all necessary support to him in this interim role.”

The VRFish Board is also confident that these appointments will enable VRFish to continue to adapt to the changing environment that we operate in and to build on the positive changes and broader representation model that has been developing in the recent past.

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