

Media Release

The Hon Melissa Horne MP

Minister for Consumer Affairs, Gaming and Liquor Regulation
Minister for Ports and Freight
Minister for Fishing and Boating



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VICTORIAN RECREATIONAL FISHING TOURISM STRATEGY OUT NOW

The Andrews Labor Government has released its *Victorian Recreational Fishing Tourism Strategy* showcasing the diverse, year-round fishing opportunities on offer across the state.

The strategy was an election commitment and is part of the Government's \$35 million Go Fishing Victoria plan, aiming to position Victoria as Australia's premier recreational fishing destination with some of the world's best multi-species, multi-region fishing tourism locations.

The strategy focuses on working towards combining the best of Victorian tourism alongside outstanding fishing experiences.

The ten locations identified in the strategy – as well as the fish species to target at each of them – includes West Coast blue barrels, Lake Eildon cod mecca, Gippsland Lakes and Mallacoota, Sunset Country, Central Highlands trail, Burnanga Trail, Aussie bass Trail, High Country, South West Trophy Lakes and the Grampians, and Port Phillip Bay.

The strategy will implement 53 recommendations over the next five years and provide a vision, goals, and priority areas for further developing fishing as a pivotal contributor to Victoria's visitor economy.

It will encourage more people to fish more often and entice inbound and intrastate visitor markets to fish these destinations, stay longer and contribute to regional economies.

Freshwater favourites such as Murray cod, golden perch and trout are recognised in the strategy alongside popular saltwater targets, including southern bluefin tuna, snapper, and kingfish.

Victorian Fisheries Authority is leading the strategy's implementation in partnership with regional tourism bodies and shires and is available online at www.vfa.vic.gov.au/tourismstrategy.

Quotes attributable to Minister for Fishing and Boating Melissa Horne

"Victoria offers some of the most exciting and diverse recreational fishing opportunities. This strategy will help us to attract more people from overseas and within Australia to wet a line and explore some of our state's most picturesque destinations."

"We know recreational fishing is big business and contributes a great deal to regional tourism – supporting local jobs at a time our economy continues to bounce back."

Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"The strategy will make it easier for visitors to go fishing at the amazing number of top locations on offer around the state, and to book a holiday with confidence."