

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Roads

Minister for Road Safety and the TAC

Minister for Fishing and Boating



**DELIVERING  
FOR ALL VICTORIANS**

Sunday, 10 March 2019

## NEW FISHING CUSTOM PLATES A REEL CATCH

The Andrews Labor Government is encouraging anglers to go hook, line and sinker and proudly show everyone on the road how much they love fishing.

Minister for Roads and Minister for Fishing and Boating Jaala Pulford today encouraged anglers to get creative and develop a slogan for a new custom number plate for recreational fishers.

Until April 29, Victorians can visit the VicRoads Custom Plates website and vote for their favourite number plate design and slogan. Voters will also have the chance to win a \$495 Custom Plates voucher.

The design and slogan options have been developed by VicRoads and the Victorian Fisheries Authority and reflect Victoria's passion for getting out on the water and dropping a line.

The Labor Government's *Target One Million* plan is investing a record \$46 million to get more people fishing, more often.

For more information visit [vplates.com.au/fishing-plates](http://vplates.com.au/fishing-plates).

### Quotes attributable to Minister for Roads and Minister for Fishing and Boating Jaala Pulford

*"We know Victorians love fishing and that's why we're asking anglers to get involved and chose a design and a slogan which reflects this passion."*

*"Target One Million will grow recreational fishing in Victoria, giving families better opportunities to spend some quality time together outdoors."*