

The Recreational Fishing Alliance of NSW

"Promoting Sustainable Fishing"

PO Box 328 Matraville, NSW 2036
Email: secretary@rfansw.com.au
Website: www.rfansw.com.au



6th November 2008

RFA of NSW Rock Fishing Safety Ethnic Media Project

Re: Open letter to all clubs and agencies seeking support for a national project

I am taking this opportunity to write to you seeking financial support to expand a NSW based project the RFA of NSW is planning to implement.

Back in 2006 the RFA placed translated adverts in Chinese, Vietnamese and Korean newspapers promoting safe fishing practices. With the release of a translated free rock fishing safety DVD presented by Andrew "ET" Ettingshausen, translated brochures, fishing safety workshops and fishing trips with Korean, Vietnamese and Chinese anglers the RFA of NSW along with NSW Sport and Recreational and NSW DPI Fisheries are attempting to reduce drowning off the rocks. These ethnic groups were over represented in the drowning statistics of NSW, with over 50% being from within these ethnic groups.

The RFA of NSW has secured \$5,500.00 to run another series of paid adverts in December 2009. In this series there will be 3 Chinese, 2 Korean and 3 Vietnamese newspapers selected along with 5 x 30 sec translated radio spots on Vietnamese radio.

Based on this NSW focused project, the RFA of NSW is seeking to value add to the project and roll it out at a national level. Rockfishing deaths occur in VIC, TAS, SA, WA as well as NSW.

The RFA has selected 7 Vietnamese, 5 Korean, 9 Chinese and 2 Sudanese nationally published newspapers with a total circulation of 240,000. It has also selected 6 Cantonese, 3 Korean, 9 Vietnamese and 6 Sudanese radio stations that will deliver a total of 180 x 30 second translated radio spots across the country.

The cost of this project is approximately \$22,000.00.

Coupled with the RFA of NSW funds, the Australian National Sportfishing Association has pledged \$2000.00 to get the national project off the ground. Recreational anglers have secured \$7,500.00 of their own money to fund this project; I am now seeking your support to reach our target of \$22,000.00.

The RFA of NSW continues to remain focused on fishing safely within NSW and apart from its award winning rock fishing safety campaign that has seen over 100,000 free translated DVDs distributed by the RFA, a further 150,000 plus copies of the video appear in conjunction with other DVDs produced by NSW DPI Fisheries and other agencies.

The RFA of NSW has also distributed thousands of resource packs that include an interactive rockfishing safety CD-ROM and translated material. Currently the RFA is working on a Fishing Safely Within NSW Project that will include a series of 4 DVDs that will be freely available to everyone.

I have included some of the images associated with these projects;



I have attached one of the translated adverts we placed last time, the message is still relevant and will not change, the problem is that we need to deliver it into the hands of our target audience. Also attached is the latest RFA Bulletin and some of the work ANSA is doing in regards to getting the translated message out even further.

If you would like some more information or advice on how to contribute to the project do not hesitate to contact me.

Yours sincerely

A. Konstantaras

Stan Konstantaras
 Fishing Safety Project Coordinator
www.safefishing.com.au

The Recreational Fishing Alliance of NSW “Promoting Sustainable Fishing”



NEWS BULLETIN 43
10th August 2008

“RFA Rockfishing Safety Campaign Making a Difference”

RFA members recently accompanied the ANSA NSW Angel Ring Team who were investigating new locations for angel rings in the Pittwater area. Seven new locations were identified, including the location below, Turrimetta Headland. What astounded the RFA Team was that 5 of the 7 anglers fishing that day had lifejackets on and all of the angler's were wearing the appropriate clothing. Lightweight clothing and rock cleats were worn by all the anglers on the rock platform. What is even more encouraging was that all the anglers wearing life jackets were Korean.

The RFA finally has some tangible proof that all their efforts are paying dividends, and even though we continue to have anglers lost whilst fishing off the rocks, the number will decrease as the RFA focuses more on rockfishing safety in key areas of NSW. The amount of resources that NSW Government agencies like Safewaters, Fisheries, Sport and Recreation, NSW Fishing Trust and the RFA pour into angler safety education is having an impact. Targeted media advertising and continual media saturation of the key rock fishing safety messages is getting through.



Apart from the focus on rockfishing safety, the RFA is embarking on a State wide safe fishing project that will include 4 safety DVDs targeting boating, freshwater, saltwater and rockfishing safety. Apart from the key message of “if you can't swim, wear a lifejacket”, children should be especially fitted with life jackets in all situations near the water and on boats.



For more information on fishing safety, contact the Recreational Fishing Alliance of NSW at publicity.officer@rfansw.com.au

To subscribe/unsubscribe to this news bulletin contact the RFA of NSW at [RFANSW](http://www.rfansw.com.au)
www.rfansw.com.au

Attachment 2
ANSA NSW Advert for 2009 Fishing Guide (300,000 + copies)



Australian National Sportfishing Association Inc.
NSW Branch

COMMITTED TO CONSERVATION AND INTEGRITY IN SPORTFISHING SINCE 1967
COORDINATING THE ANGEL RING PROJECT SINCE 1994

Bryan Van Der Walt
Senior Manager-Recreational Fisheries
NSW Department of Primary Industries
PO Box 21, Cronulla NSW 2230
30th October 2009

RE: NSW DPI FISHING GUIDES 2009

Dear Bryan,

I would like to thank NSW DPI for coordinating the allocation of advertising space on the inside covers of the fishing guides for the ANSA NSW Angel Ring advert.

Last time we were able to secure Federal funding to pay for the advert; however that component of the Angel Ring Project has run its course. With ANSA NSW "between" funding applications for the continued support of the Angel Ring Project via the NSW Trust Fund, I was doubtful of meeting the deadline to get the additional funding needed to pay for the advertising space. I also am aware that the inside front covers are designated as premium locations, so I welcome the commitment to insert this community themed message into this prime position. I will update the logos on the following flyer to reflect Trust Fund and NSW DPI support.

The advert is achieving what I envisaged it would, an uptake in anglers wearing life jackets off the rocks and the community getting involved in the Angel Ring project. From the planned 25 new angel ring locations I have scheduled to install in the next few months, over 50% of them will be managed by the general community on behalf of ANSA NSW and that will ease the burden on the Angel Ring Team as these new locations stretch from Tathra to Ballina - that's almost the entire NSW coastline.

300,000 plus copies in circulation is a great way to get the message out.

Many Thanks

Stan Konstantaras



"Angel Rings Save Lives"

Stan Konstantaras
Angel Ring Coordinator
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DON'T PUT YOUR LIFE ON THE LINE

ANSA NSW AND THE ANGEL RING PROJECT

Since 1994 ANSA NSW has installed 80 angel rings at dangerous rockfishing locations in NSW and is looking for new volunteers to help them across NSW

✓ WEAR LIGHT CLOTHES AND NEVER FISH ALONE

穿輕便服裝，千萬不要單獨釣魚

Mặc quần áo nhẹ và không bao giờ câu cá một mình

가벼운 의복을 착용하고, 절대로 혼자서 낚시 가지 않습니다.



✓ LIFE VEST IS BEST

救生衣最安全

Áo phao là tốt nhất

구명조끼가 가장 좋습니다.

✓ WEAR THE CORRECT FOOTWEAR - NON SLIP SOLES

穿合適的鞋 - 帶防滑鞋底的鞋

Mang giầy thích hợp - gót giầy không trơn trượt

올바른 신발을 착용하세요 - 미끄럼 방지 밑창 부착 신발



Look for available angel ring, life buoy or something that floats



Throw the life buoy, or something that floats, to the person in the water



Dial 112 on your mobile phone or go to get help.

Emergency Numbers



Mobile 112 Landline 000

ALWAYS check weather conditions and tides before going rock fishing



GOT A NEW ANGEL RING LOCATION?

Let ANSA NSW know and we will investigate:

Phone **1800 079 009** OR WRITE TO US AT

PO Box 328 Motraville NSW 2036

www.angelrings.com.au



Australian Government

Department of Agriculture, Fisheries and Forestry

Recreational Fishing Community Grants Programme





資料單張 **1**

在緊急情
況下應怎
麼辦

礁石垂釣安全守則

千萬不要令自己生命懸牽一線

礁石垂釣的安全貼士

安全至上 — 了解情況

- 祇在你知道是安全的地方垂釣
- 花最少半小時觀察風勢和波浪情況
- 了解潮汐與天氣
- 千萬不要獨自一人垂釣
- 讓別人知道你的所在地
- 若天氣轉壞找一處比較平靜，有遮蔽的地點 — 或回家去

做好準備 — 攜帶合適的裝備

- 穿著有防滑鞋底或有防滑條的鞋
- 穿著輕便衣物
- 若你不諳水性或獨自一人垂釣要穿著救生衣
- 隨身攜帶一條繩索及浮泡

求存

- 若有人被浪沖走千萬不要跳入水
- 用你備有的繩索或一些能浮水的物品去拯救他人
- 用你的手提電話致電 112 或往別處求救
- 若你被浪沖往礁石，要保持鎮靜，然後游離石堆
- 若附近有天使環，要懂得怎樣使用

欲知更多有關天使環、礁石垂釣安全的資訊，包括已翻譯的資料，更多的資料單張及免費下載，請瀏覽：www.ansansw.com.au或 www.rfansw.com.au或 www.safewaters.nsw.gov.au





Know what
to do in
case of
emergency

ROCK FISHING SAFETY

Don't put your life on the line

Tips for safe rock fishing

BE SAFE – Know the conditions

- Fish only in places that you know are safe
- Spend at least half an hour watching the wind and wave action
- Know the tide and weather
- Never fish alone
- Tell someone where you are
- If conditions worsen find a calmer, more sheltered spot – or go home.

BE PREPARED – Take the right gear

- Wear shoes with non-slip soles or cleats
- Wear light clothing
- Wear a life jacket if you're not a good swimmer or fishing alone
- Carry a rope and float with you.

SURVIVE

- Do NOT jump in if someone is washed into the water
- Use your rope or something that floats to rescue the person
- Dial 112 on your mobile phone or go to get help
- If you're swept in don't panic. Stay calm and swim away from the rocks
- If there's an Angel Ring nearby, know how to use it.

For more information on rock fishing safety, including translated material, more fact sheets and free downloads visit: www.rfansw.com.au or www.safewaters.nsw.gov.au/for

