



2024

MEMBERSHIP PROSPECTUS







# Who is AFTA

AFTA is your trade association. We represent the recreational fishing tackle industry at wholesale, import, manufacturing, media and retail levels.

AFTA is a non-partisan association; our primary interests are the future of recreational fishing through strong, considered and equitable policies, and strengthening the core of our industry through increased recreational fishing participation.

AFTA regularly engages with political leaders in all States and the Commonwealth, working towards policy outcomes that benefit, or have the least negative impact, on our industry.



## Protecting Fishing's Future

AFTA is always busy working towards better outcomes for recreational fishing.

Recent issues include

- Wind Farms
- Demersal Cut Backs
- Gill Nets
- Spanish Mackerel
- Scalefish Fishery Review
- Noosa River Catchment Management Plan
- FADs and Artificial Reefs in the Great Barrier Reef Marine Park



## Join AFTA - It's Your Association

### Member Benefits

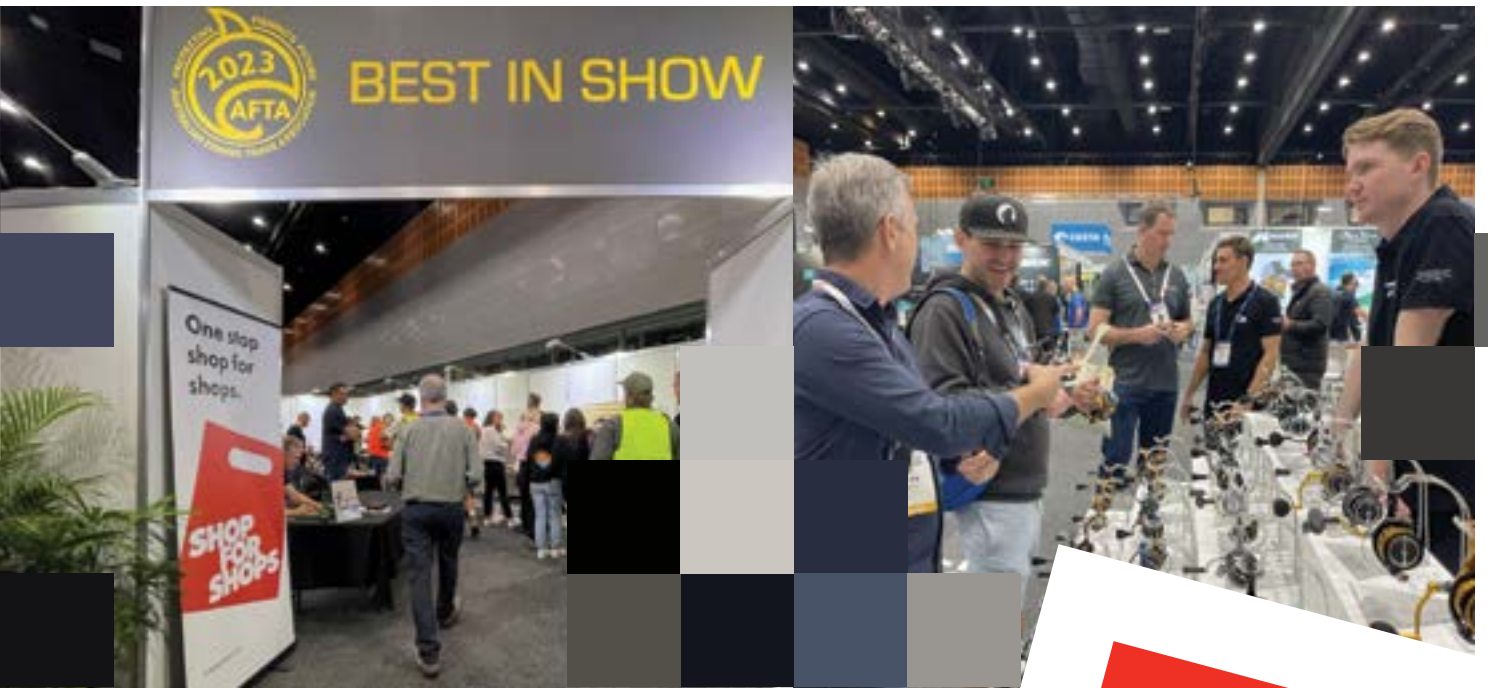
- Incredible travel insurance offer with automatic cover for AFTA Members, saving your company and yourself thousands of dollars
- Shop for Shops - Gold Level pricing for AFTA Members
- Network Marine Insurance - Partners who understand our industry for all your insurance needs

### Tackle Show Benefits

- Amazing tackle show attendance incentive in 2024 - retail members will receive a \$500 voucher to spend with a participating wholesaler
- Member space rates for exhibitors at the trade show
- Free entry for retail and media members
- Subsidised ticket price to the Gala Dinner & Awards Night
- Member networking opportunities

### Additional Member Benefits

- Political Liaison and Advocacy with both State and Federal Governments
- Member Resources page on the AFTA website which includes;
  - Board Meeting Minutes
  - AFTA Financials
  - ABS Import Data
  - AFTA Constitution
  - Tackle Show Statistics
  - Digital copy of AFTA magazine
- Advertisement of positions vacant on the AFTA website and Facebook page
- Closed Member Only Facebook Group to ensure you don't miss any posts
- Additional exposure in the annual AFTR magazine
- Listing in AFTA's fully searchable online Members Directory
- Let's Fish Australia's social media campaign resources
- Membership certificate and AFTA Member window sticker



### Shop for Shops Partnership

AFTA Members can take advantage of the Gold Pricing offer from Shop for Shops.

Shops for Shops is Australia's leading retailer of shop fittings, shelving & display solutions for the shop, showroom, or home at the best pricing level for AFTA Members.

[Visit Shop for Shops and sign in to access.](#)



### Retailer Incentive Program

**\$500**  
**AFTA Cash**



### AFTA Tackle Show Attendance incentive in 2024

Yes, that's right, our independently owned AFTA Member retail stores attending the 2024 Tackle Show on the trade days will have \$500 to spend. Receive your voucher on arrival at the show and can claim it with a participating exhibitor on either of the two trade days.

Visit [AFTA Member Resources](#) page for all the info.

## NETWORK MARINE

# Insurance Partnership

## Member Travel Insurance Policy

### Financial Members of AFTA are automatically covered

The AFTA policy offers coverage for:

- Business travel for AFTA members and their employees (outside a 100km radius)
- Incidental leisure travel added on to a business trip
- Pure leisure travel for all AFTA Member Directors and their families (less than 30 days in duration for any one trip)

*For all the details and the PDS, please [log into AFTA Member Resources](#) or [contact us](#).*

Whether you're a retailer or a wholesaler, operating from home or a business location, if your business is in the recreational fishing industry, you need specialist insurance products that respond to your industry-specific risks.

When it comes to arranging the right insurance, it's worth being with a broker that is on board with the risks faced by our industry.

Network Marine has the experience needed to tailor your insurance to meet your specific needs. To arrange an appointment call one of their experienced, friendly brokers on 1300 856 657 or email [fishing@networkmarine.com.au](mailto:fishing@networkmarine.com.au)

Did you know that AFTA receives a referrer's fee for any member who takes out an insurance policy through Network Marine? It's a win-win! You get a great insurance policy from a team that understands your needs, and AFTA receives funds to continue running programs that encourage recreational fishing participation.





## Increased Tackle Show Value

Attendance  
Incentive

Amazing offer for retail members \$500 to spend at the show with a participating exhibitor.

More Fun

Pop-up bars to increase social interaction at the end of the day.

Gala Dinner &  
Awards Night

Celebrate the year with your industry, less formalities, more networking, subsidised member ticket cost, a great value night out!

## Increasing Participation

AFTA's Programs helping to grow our industry

### Let's Fish Australia

Social Media and Television Campaign, includes new website; [letsfish.net.au](https://letsfish.net.au) and sponsorship opportunities.

### Let's Go Fishing

Educating NSW School Children on the Sustainable Benefits of Recreational Fishing by providing complete fishing tackle kits and 2 x six part educational video series with Q&A sheets to over 100 schools. This project is a joint initiative of the Marine Teachers Association of NSW, the NSW Recreational Fishing Trust and AFTA.

### Indigenous Youth Mobility Pathways Program

Queensland based Recreational Fishing Cultural Exchange Program, where indigenous youth leaders learn modern fishing techniques and in turn teach our presenters about their traditional methods.

See AFTA's projects page for the latest video <https://afta.net.au/projects/>

### Disaster Relief

COVID caused this project to be put on hold and then re-evaluated, the local committees agreed that regional television advertising was the best way to spend these funds, and this will happen in the next few months.

# Schedule of Membership Fees 2024

Membership is a small cost to ensure your tackle industry has a strong voice and to ensure YOU keep making money from the industry you love. We have held fees at the same rate for yet another year.

Turnover	Wholesale	Media	Retail
Up to \$250,000	\$200	\$150	\$100
\$250,001 - \$500,000	\$370	\$278	\$185
\$500,001 - \$1,000,000	\$685	\$513	\$342
\$1,000,001 - \$2,000,000	\$1,266	\$950	\$633
\$2,000,001 - \$4,000,000	\$2,343		
\$4,000,001 - \$8,000,000	\$4,334		
\$8,000,001 - \$16,000,000	\$8,018		
\$16,000,001 - \$32,000,000	\$14,833		

\* All fees are GST inclusive

Don't forget AFTA tackle show entry is included with your AFTA membership!



Visit the Membership page on the AFTA Website to apply to join. Existing members can log in to Member Resources to renew for 2024.

## Membership Enquiries

If you have any questions or need assistance, contact Heathia at [admin@afta.net.au](mailto:admin@afta.net.au) or 0417 685 266

Thanks for your support, AFTA appreciates each and every member.

AFTA | Australian Fishing Trade Association  
ABN: 69 558 217 424