



**2025**  
**MEMBER BENEFITS**



AFTA Members can attend at ASA Member Rates



# ICAST

The World's Largest Sportfishing Trade Show

- 14,000 attendees
- 75 countries
- 635 exhibitors & 950 brands
- 211,700 sq ft of booth space sold

## Why Attend?

Connect with the brands you know. Discover the brands that are up and coming.

- Network**  
Meet with experts to learn about other aspects of the fishing community including legislative policy, conservation and better business practices.
- Discover New Products**  
Find new offerings your customers need and want for their fishing experiences.
- International Marketplace**  
Popular brands from Australia, Japan, multiple European countries and others exhibit to reach the American market.

## Why Exhibit?

Promote your products. Introduce your latest innovations. Get in front of the industry's most important buyers and media.

ICAST has the most buyers, the most media coverage and the biggest platform to promote your brand. It is the largest gathering of fishing professionals anywhere in the world.

### Who Exhibits?

Manufacturers, Distributors and Media companies doing business with the sportfishing industry. This includes fishing gear, apparel, outdoor accessories, boat accessories and much more.

- Grow**  
Build a pipeline of quality leads for your business.
- Network**  
Develop relationships with industry leaders.
- Expand**  
Meet thousands of potential customers under one roof.
- Discover**  
Attract more international buyers with targeted marketing.



# AFTA MEMBER TRAVEL INSURANCE POLICY



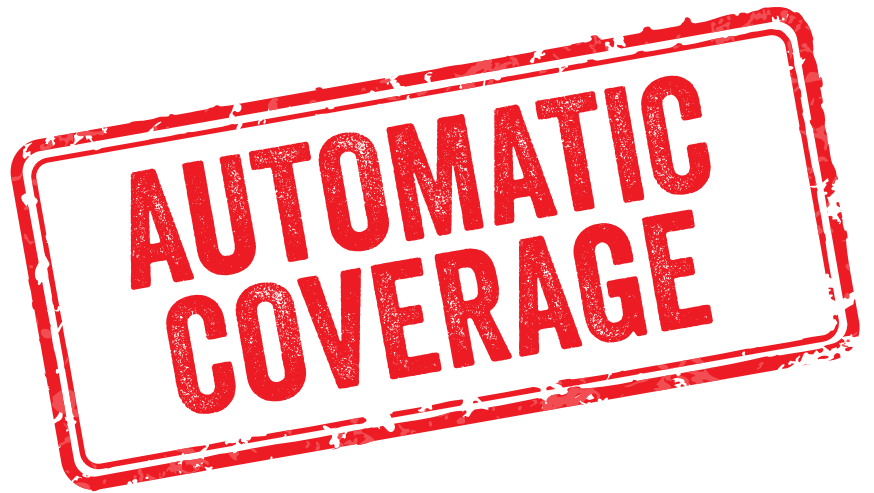
Powered by  Network  
INSURANCE GROUP

All financial members of AFTA are automatically covered under AFTA's Corporate Travel Insurance Policy

AFTA's Corporate Travel Policy offers comprehensive coverage, which includes

- All Business trips by directors and employees
- Accompanying spouses and dependents
- Leisure travel added on to a business trip
- Pure leisure travel for directors and their families
- Pre-existing medical conditions
- Lost luggage
- Cancellation due to illness
- Hire Car excess

For all the policy details and the PDS, please log into the AFTA Member Portal or contact AFTA Admin.



# AVIS®

## SMOOTHER CAR HIRE AWAITS AFTA MEMBERS



### AFTA PARTNER OFFER:

## AVIS

With the largest rental network of over 240 locations across Australia, you're never far from a pick-up point and friendly Avis service. Simply complete your details online for a quote or reservation.

Exclusive to AFTA members, Avis is pleased to offer the following benefits:

- 10% off leisure rates (pay at the counter) for hires in Australia, covering a wide range of passenger and SUV vehicles
- The rates are available all year round, including school holidays and peak holiday seasons

#### HOW TO CLAIM

Log into the AFTA Member Portal and click on the AVIS logo. The only way to receive the discount is to use this portal booking link.

GET TO THE GOOD STUFF  
AFTA MEMBERS



 Budget®

### AFTA PARTNER OFFER:

## BUDGET

Budget has a vehicle to suit your needs, whatever the reason; with over 200 locations across Australia, you're never far from a pick-up point or friendly service.

Exclusive to AFTA members, Budget is pleased to offer the following benefits:

- 10% off leisure rates (pay at the counter) for commercial vehicle hires in Australia, covering a wide range of trucks, vans, minibuses and 4WD vehicles
- The rates are available all year round, including school holidays and peak holiday seasons

#### HOW TO CLAIM

Log into the AFTA Member Portal and click on the BUDGET logo. The only way to receive the discount is to use this portal booking link.

**AFTA PARTNER OFFER:**

# DEFIBSPPLUS & HEARTSMART



Do you feel confident to respond to a cardiac arrest?  
Do your staff know what to do in the event of cardiac arrest?  
Do you have a defibrillator on site?

If your answer to the above questions is NO, then keep reading and equip your business to be HeartSmart with three simple steps! Educate, Equipment & Support.

## 1. EDUCATE

Begin the journey by encouraging your staff to complete the 20-minute HeartSmart Program. This is a complementary introductory course in Bystander CPR and Defibrillation, and you will receive a certificate upon completion. It was created in collaboration with Victoria University, the Centre of Excellence in Paramedicine.

Email [info@defibsplus.com.au](mailto:info@defibsplus.com.au) and reference "risk assessment AFTA" and an expert will speak to you to help determine what your business needs.

## 2. EQUIPMENT

**Are you equipped to deal with a Cardiac Arrest in your retail store / office / warehouse? Do you have a defibrillator on site?**

AFTA Members can purchase from the range of products sold by DefibsPlus and will benefit from a discount when investing in a defibrillator package with a value over \$700. AFTA suggests the best value packages; however, as this advice is general in nature, you can opt for a personalised risk assessment from Defibs Plus and purchase with confidence.

## 3. SUPPORT

Become a HeartSmart organisation and make a difference. A HeartSmart organisation shares knowledge and builds confidence for all staff, customers, members and guests in the event of a Cardiac Arrest.





# UNLOCK SAVINGS WITH AFTA

If your annual electricity usage is less than 100,000 kWh, you're FREE to switch electricity providers anytime without being locked into a contract!

Empowering  members to thrive in a competitive market Australia-wide.



## Business & Residential Electricity and Gas Assessments

Get a **FREE** comparison on your Business Electricity and Gas bills.



## Employee Residential Electricity and Gas Assessments

Improve retention and boost satisfaction by saving your staff money.



## Residential and Commercial Solar Solutions

Gain access to high-efficiency solar systems that help reduce energy costs and promote sustainability.

### WHO WE WORK WITH



### WHY CHOOSE US

- ✓ IndiHub's tailored assessment helps you minimise your energy costs and reduce your expenses.
- ✓ We find savings that amount to thousands of dollars per year for our members.
- ✓ Take advantage of a FREE, no-obligation review of your electricity and gas bills.

For a **FREE** Business or Residential Electricity and Gas Bill Assessment, email your most recent bills to the provided **email address** or upload them via the **website** below.

0404 335 559

bills@indihub.com.au

www.indihub.com.au/afta/



# Choose Officeworks as your partner in business

Enjoy exclusive pricing with your AFTA member benefits across a trusted range of office supplies, business essentials and tech accessories, plus specialist advice to keep your business running smoothly and help you get back to what you do the best.

With an Officeworks Business Account, you will gain access to an array of benefits:



#### Access to exclusive business pricing

Enjoy exclusive pricing on our wide range of business essentials.



#### 30 days to pay\*

Apply now to stay on top of your cash flow.



#### Free and fast delivery\*

Get free standard metro delivery on orders over \$65. Or, 2 hour, same day and next day delivery within eligible metro areas.



#### Click & Collect#

Free 2 hour click and collect on stocked items in-store when you shop online or via the Officeworks app.



#### Large network of stores nationwide

With 170 stores nationwide to help you when you need us, we are open early and close late for added convenience.



#### Services

Ask your Business Specialist for more information on other services like office fit outs, tech support, same day print, and more.



Sign up for a 30 Day Business Account

For more information, email us at [afta@officeworks.com.au](mailto:afta@officeworks.com.au)



**officeworks**  
for business



## Free Insurance Health Checks for AFTA Members

As AFTA's partner insurance broker, Network Marine is offering free Insurance Health Checks to all members to ensure you are fully protected and getting the best value for your insurance coverage.



### What is an Insurance Health Check?

An Insurance Health Check is a comprehensive review of your policies, focusing on sublimits, exclusions, and special conditions. This process highlights any coverage gaps or uninsured exposures and provides a clear, concise report. It also benchmarks your premiums to ensure they remain competitive.

### How to Arrange Your Insurance Health Check

Getting started is simple. Begin by speaking with us to share details about your insurance needs.

This helps us understand your priorities and requirements. Once we've discussed this, you can provide a copy of last year's insurance invoices. From there, we'll thoroughly review your existing policies including sub-limits, exclusions, and special conditions—to prepare your tailored Insurance Health Check report.

### Insurance products where Network Marine can assist include:

- Marine Cargo
- Retail Premises
- Warehouse Premises
- Commercial Motor Vehicle
- Management Liability
- Cyber Risk
- Public & Products Liability
- Prize Indemnity
- Event Cancellation
- Trade Show Displays
- Business Interruption

### Why choose Network Marine?

As AFTA's recommended insurance broker, we have unmatched expertise in the fishing trade.

- **Specialist Support**  
Access a dedicated manager who understands your business.
- **Expert Team**  
Benefit from in-house legal services, Workers Compensation consultants, and a National Claims team.
- **Personalised Service**  
Our team is always on hand to assist when you need us.

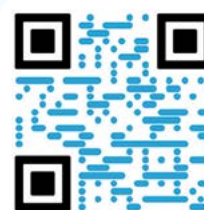


Did you know that AFTA receives a referrer's fee for any member who takes out an insurance policy through Network Marine? It's a win-win! You get a great insurance policy from a team that understands your needs, and AFTA receives funds to continue running programs that encourage recreational fishing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

### Contact your AFTA member adviser

 **1300 856 657**  **Marine@networkmarine.com.au**

Scan to contact



# Save up to 55% on shop fittings, shelving & display with *Shop for Shops*



All AFTA members receive gold reward pricing at Shop for Shops. Saving up to 55% off RRP.

Get your free copies of the Shop for Shops Catalogues. Must have for every retailer with over 1500 off the shelf products.

See the full range and shop online at [shopforshops.com](http://shopforshops.com)

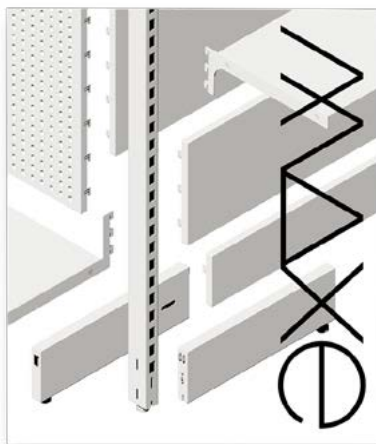
## Retailers' Catalogue 23

A must have for every retailer. Over 1500 off the shelf products.



## MAXe Manual

Over 700 parts come together to make the ultimate shop fitting, shelving & display system.

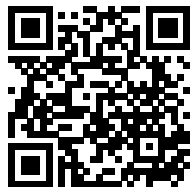
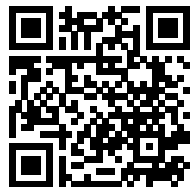


## Peggie Pages

Modularity meets fashion in a pegboard system designed to work with MAXe or on its own.



Scan here to view our catalogues online



## For more information and to order:

Call us on 1300 11 SHOP Shop anytime at [shopforshops.com](http://shopforshops.com) Email us [sales@shopforshops.com](mailto:sales@shopforshops.com)

Visit your nearest shop:

### Melbourne

89 Langridge Street,  
Collingwood VIC 3066

### Melbourne

**Distribution Centre**  
463 Somerville Road  
Brooklyn VIC 3012

### Sydney

Unit 10/476  
Gardeners Road,  
Alexandria NSW 2015

### Perth

Unit 1/52  
Hector Street West,  
Osborne Park WA 6017

# AFTA: SUPPORT YOUR ASSOCIATION

The Australian Fishing Trade Association (AFTA) is your professional trade association. Your membership fee supports the future sustainability of our industry and ensures the rights of recreational anglers throughout Australia are safeguarded for future generations. Our purpose is to benefit our members: wholesalers, importers, manufacturers, retailers of fishing goods and services, and those involved in recreational fishing media.

# AFTA: PROTECTING FISHING'S FUTURE

We strive to protect the future of recreational fishing by consistently engaging with political leaders at all levels of government. AFTA provides detailed submissions to government on various issues, reflecting the concerns of our members.

Our goal is to achieve robust, well-considered, and equitable policy outcomes that either benefit or minimise the negative impact on the recreational fishing industry.

Recent issues addressed include lockouts, offshore wind farms, marine parks, demersal cutbacks, buyback of commercial gill net licenses, animal care and protection bills, Fish Aggregating Devices (FADs) and artificial reefs, shark depredation. In addition, ahead of each election, in collaboration with local AFTA members, AFTA submits policy manifestos based on the triple-bottom-line impacts (economic, social and environmental) to each government and opposition party.

AFTA is determined to enhance working relationships with state peak bodies to help them better understand the industry's business aspects (sales and revenue) and support their efforts in citizen science and local issues to improve fishing outcomes.

AFTA operates independently of any government funding, which allows AFTA to advocate impartially on matters critical to our members.



# AFTA: INCREASING PARTICIPATION

AFTA aims to strengthen the core of our industry by encouraging participation in recreational fishing through ongoing programs.

## LET'S GO FISHING

The Let's Go Fishing program, delivered to secondary schools in NSW via the Marine Teachers Association, has been running since 2016. AFTA provides complete fishing tackle kits for entire classrooms of schoolchildren to fish with. The kits are supported by two series of videos with Q & A sheets, helping students to learn both in the classroom and by the water.

Some comments from the schools participating in the Let's Go Fishing program in 2024

"The kits have opened fishing up to the entire school, not just Marine Studies."

"These kits are amazing, especially for kids who don't have the opportunity to learn about fishing or to go fishing. They are really appreciated."

"Thank you for giving the students the opportunities to learn and enjoy fishing."

A total of 4.2 million — or one in five adult Australians — participate in recreational fishing each year

AFTA has always been confident that our industry was growing, and the National Recreational Fishing Survey reflects our industry's strong position

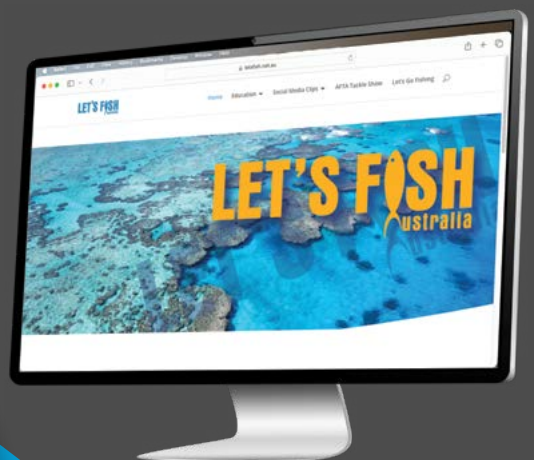
## INDIGENOUS YOUTH MOBILITY PATHWAYS PROGRAM

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.

## LET'S FISH AUSTRALIA

The Let's Fish Australia campaign consists of a series of television ads and social media clips encouraging families, friends, and newcomers to get out there and wet a line. The project's themes focus on fishing as a perfect choice for fun, relaxation, togetherness, enjoying nature, and mental health.

In 2024, just over \$200,000 was spent on television ads across Metro television in Melbourne, Brisbane, Adelaide, Darwin, and Perth, as well as regional areas across NSW, QLD, VIC, TAS, and Southern WA, this represents the largest ever spend by AFTA. We encourage all our members to visit the website and download the clips to share on their social media pages.



# MEMBER PORTAL

Log in using your email address and the password you created, if you can't remember simply click forgot password.

AFTA's member portal offers access to information such as the monthly ABS Import Data, Board Meeting Minutes and AFTA Financials. Members can update their directory listings at any time. Adding your team to the CONTACTS tab of your member profile, allows them to access the Member Portal. They can all be hidden from public view but must be listed to ensure access to the information. Listing your team here will also ensure they receive the monthly *E-News Updates* from AFTA.

AFTA's Partner Offers are designed to **SAVE YOU MONEY**

## SUPPORT OUR PARTNERS AND **SAVE MONEY WITH THESE IMMEDIATE ACTIONS:**

Link your **OFFICEWORKS** business account or create one and take advantage of exclusive business pricing

Upload your recent residential and business electricity, gas, eftpos bills, etc, with **INDIHUB**. Encourage your staff to upload their bills aswell and take advantage of our electricity partners buying power. While you're there, link your Bunnings Powerpass for further discounts.

Recreational fishers  
contributed  
\$11 billion a year to  
the Australian economy  
and 100,000 jobs

## SUPPORT OUR PARTNERS AND **SAVE MONEY WHEN YOU NEXT NEED CAR HIRE**

**AVIS** and **BUDGET** offer AFTA members a 10% discount

## SUPPORT OUR PARTNERS AND **SHOW YOUR TEAM YOU CARE**

Educate, Equip & Support with **DEFIBSPPLUS** and **HEARTSMART**

## SUPPORT OUR PARTNERS AND **ENSURE YOU'RE COVERED**

Send your latest insurance policies for a health check with **NETWORK MARINE INSURANCE**

## SUPPORT OUR PARTNERS AND **SAVE MONEY WHEN YOU NEXT NEED SHOP FITTINGS**

Totally revamp your shop or showroom or just grab a few pieces with **SHOP FOR SHOPS**

## MEMBER SUPPORT

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

