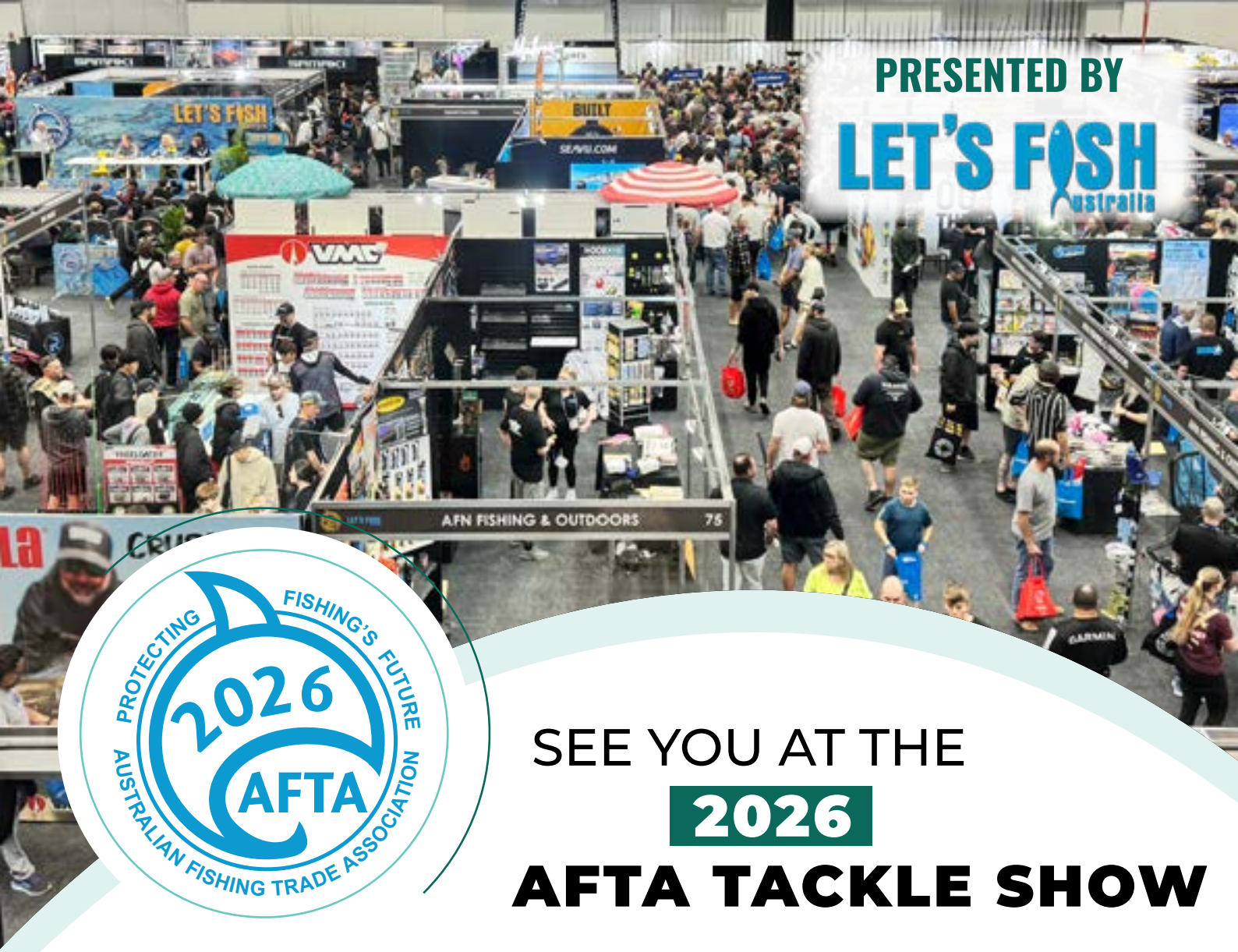
PROTECTING FISHING'S FUTURE

AFTA

AUSTRALIAN FISHING TRADE ASSOCIATION

2026
MEMBER BENEFITS



PRESENTED BY

LET'S FISH Australia

PROTECTING FISHING'S FUTURE

2026 AFTA

AUSTRALIAN FISHING TRADE ASSOCIATION

SEE YOU AT THE 2026 AFTA TACKLE SHOW

Great for Wholesalers

- Strengthen relationships, launch new products, and secure orders with Australia's most influential tackle buyers.
- Build demand, and position your products ahead of the new season.
- Gain first-hand insight into retailer and end product user needs.

Great for Retailers

- See the latest products before it hits the shelves and secure stock for the coming season.
- Build direct relationships with wholesalers and brands.
- Grow your business with ideas to help you stay competitive and profitable.

NETWORKING

Join your peers at the AFTA AGM on Thursday afternoon, followed by drinks at the *Charming Squire* and then again the AFTA Gala Dinner and Awards Night on the Friday night of the Show.

20TH - 22ND AUGUST

BRISBANE CONVENTION & EXHIBITION CENTRE

INDUSTRY AWARDS

The only awards of their kind in Australia, AFTA's Best in Show Awards recognise innovation and excellence across all product categories — from rods and reels to boating accessories. Winners are celebrated at the Gala Dinner.

FOR MORE INFORMATION CLICK HERE

NETWORK Marine

Powered by Network INSURANCE GROUP

AFTA MEMBER TRAVEL INSURANCE POLICY

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

WHAT TRIPS ARE AUTOMATICALLY COVERED BY THE POLICY?

- All Intrastate, Interstate and Overseas Business trips by Executive Directors, Business Owners and Employees of Financial AFTA Members.
- Accompanying spouses and dependants are automatically covered
- Leisure travel attached to a business trip is covered (for example, a week's holiday in Paris after visiting a manufacturer) up to 30 days.
- Leisure travel can be extended upon referral to Network Insurance Group

WHAT KIND OF LEISURE TRAVEL IS COVERED?

Travel also means personal or non-associated leisure travel for Executive Directors, Business Owners, Financial Members, and their accompanying Spouse and Dependent Children; such travel involves: a flight or pre-booked overnight stay, an Interstate destination, or a destination outside Australia.

Cover is provided with the following conditions:

- The maximum duration of a pure leisure trip is 30 days
- Any extreme sporting is declared and accepted by the insurer on referral.
- Any participation or training for any professional sport is excluded.

Amateur or recreational fishing and boating activities, of course, are acceptable by default for members of AFTA.

*AFTA members are requested to formally notify us when planning a trip that is exclusively for leisure and does not involve any business activities.

Additional Benefits include cover for:

- Luggage, Personal Effects, Travel Documents, Money and Credit Cards
- Missed Transport Connection
- Identity Guard

For all policy details and the PDS, including cover, conditions and exclusions that may apply, please log into the Member Portal or contact AFTA Admin

AUTOMATIC COVERAGE

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.

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.

defibsplus®

The **Mindray Beneheart series AEDs** are the fastest and most advanced AED devices on the market today. 5-year battery life and five-year pad life. A reliable long-term investment. With an 8-year warranty.

RRP $2,395
AFTA Price $2,050.

AFTA MEMBERS BENEFIT FROM PRODUCT DISCOUNTS ON THESE ITEMS.

REACH OUT TO SALES@DEFIBSPLUS.COM.AU OR CALL ON 1300 463 334 FOR A FREE CONSULTATION

CPR Helper (Cardio First Angel) every car, home and boat should carry one to assist in the 4 steps of the chain of survival

3rd step quality CPR before defibrillation

RRP $250 **AFTA Price $220**

Click here to see the CPR Helper in action.

beheartsmart®

A **BeHeartSmart** Organisation builds a culture of knowledge & confidence in preparedness for Cardiac Arrest.

What we know...

Cardiac Arrest is a global crisis that affects us all, it does not discriminate!

- Cardiac Arrest is everyone's responsibility
- Cardiac Arrest can happen to anyone, at any age, at anytime and anywhere
- Cardiac Arrest is one of Australia's biggest causes of death and disability, with over 28,000 Australians dying each year
- 80% of Cardiac Arrest occurs outside of hospital, at home, the workplace or at sporting events
- The current survival rate is less than 10% unless there is "early intervention." Responding within the first critical few minutes can improve survival rates to as high as 89%

BeHeartSmart has been developed in consultation with Ambulance Victoria, NSW Ambulance, Monash, Latrobe and Victoria Universities, the South Australian Government and industry leaders. Each of whom have worked alongside the HeartSmart team to develop a comprehensive approach to improve survival rates.

beheartsmart®

The state emergency services are seeking **"local champions"**

...Individuals, businesses and organisations who are willing to help lead the way by becoming part of a "comprehensive response system" by finding new ways to strengthen "the Chain of Survival."

Below are the steps in the Chain of Survival. As you can see, having access to a defibrillator is only part of the solution.

Become a BeHeartSmart organisation and make a difference

beheartsmart®

1300 388 811

beheartsmart.com.au

join@beheartsmart.com.au

IndiHub
Electricity Brokers.

UNLOCK SAVINGS WITH AFTA

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

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!

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.

WHO WE WORK WITH

agl, red energy, 1st ENERGY, simply energy, alintaenergy, tango ENERGY, LUMO ENERGY, EnergyAustralia, momentum energy, ovo energy, ActewAGL, POWERSHOP, BLUE NRG Business thinking, EnergyLocals

Business & Residential Electricity and Gas Assessments

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

Employee Residential Electricity and Gas Asesssments

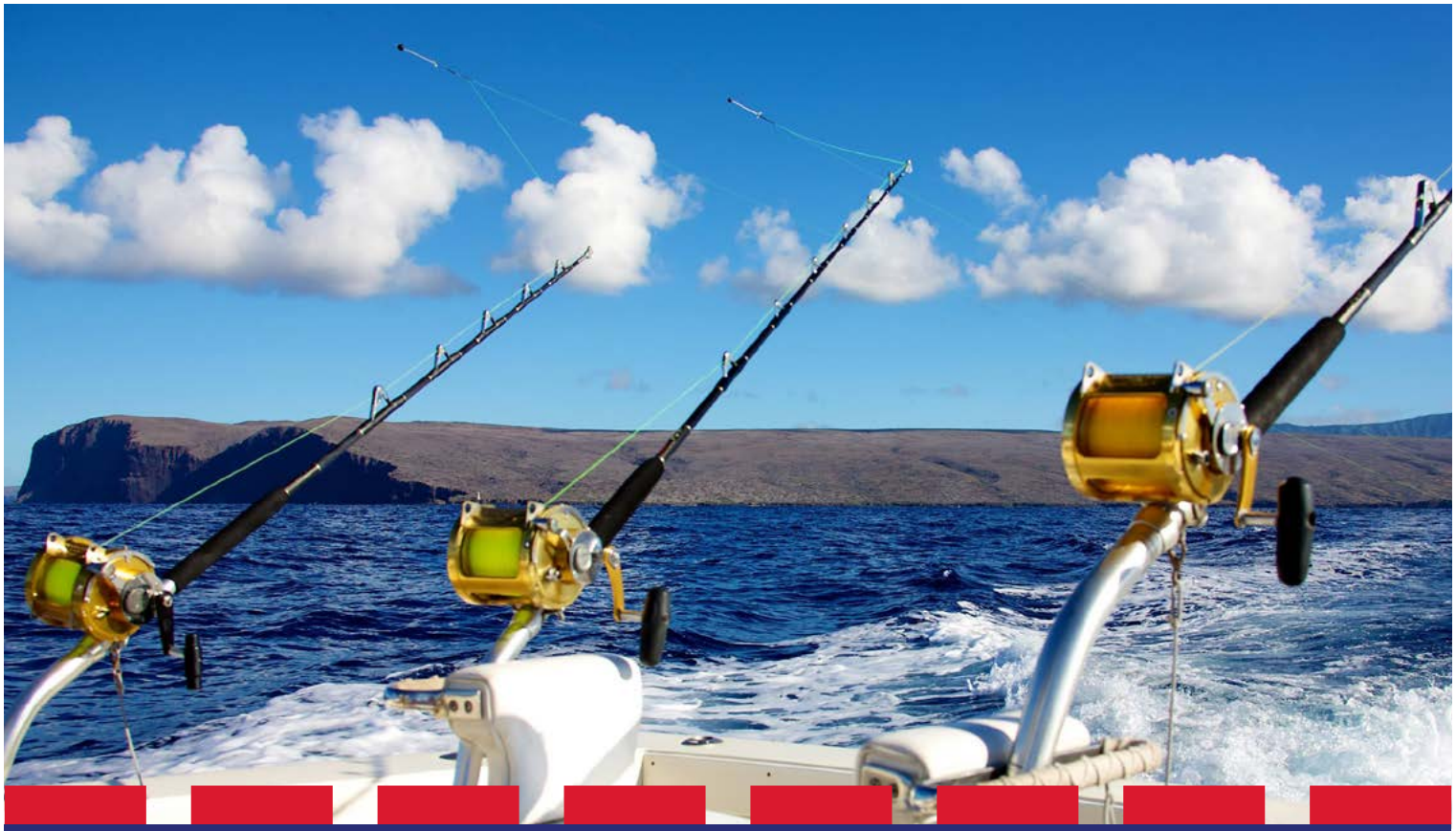
Improve retention and boost satisfaction by saving your staff money

Residential and Commercial Solar Solutions

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

For a FREE Business or Residential Electricity and Gas Bill Assessment

Log into the AFTA Member Portal for all the details



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.

Business Account with Payment Terms^
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 over 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.

Scan the QR code to sign up for an Officeworks Business Account

For more information, email us at afta@officeworks.com.au

officeworks for business

Offer valid for AFTA members only. *Free delivery on orders over $65, for more information on delivery please visit officeworks.com.au/delivery. #2-hour Click and Collect available on products that are in-stock at the time of the order and excludes large items which require special delivery. ^All Payment Terms applications are subject to credit approval.
Please recycle.

Exclusive Insurance Packages for AFTA Retail and Wholesale members

As AFTA's partner insurance broker, Network Marine are offering tailored insurance packages for your business. You'll be able to access senior broking advice for your free consultation to make sure you're getting the best service, advice and insurance offering tailored for your business.

Why is it time for a fresh perspective?

The insurance market has experienced significant changes in the last 12 months.

Backed by the strength of Steadfast, Network Marine have access to new products, new insurance providers and new premium discounts.

Our team specialises in all things marine and our experienced brokers bring their expertise to help you get more coverage, value for your premium and identify gaps in insurance you may not have considered.

What kind of fishing related trades do we look after?

We currently service a variety of business activities including:

- Independent Retail Tackle Shops
- Tackle Manufacturers
- Regional, General Retail Stores & Equipment Hire
- Mixed Fishing & Outdoor Retail
- Online Stores and other small businesses.
- Importing, wholesale and distribution Businesses.
- Warehousing

Insurance products where Network Marine can assist include:

- General Business
- Property and Stock
- Public Liability
- Products Liability
- Marine Cargo (including Stock Throughput)
- Motor Vehicle (business and personal)
- Marine Hull
- Directors & Officers
- Cyber Liability
- Trade Credit

Why choose Network Marine?

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

- **Specialist Support**
  Access a dedicated broker who understands your business and how to cover your risks.
- **Expert Team**
  Benefit from our Market Strength, Workplace Risk Consultants, and Dedicated Claims team.
- **Personalised Service**
  Our team is on hand to assist to tailor your insurance program to you no matter how simple or complex.

PROTECTING FISHING'S FUTURE
AFTA
AUSTRALIAN FISHING TRADE ASSOCIATION

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.

Scan to contact

Contact your AFTA member adviser

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

Insurer acceptance criteria, terms, conditions, limits, and exclusions apply to the products referred to above. Consider the relevant Product Disclosure Statements and/or policy wordings available by calling us on 1300 655 037, before deciding to acquire, or continue to hold any of these policies. Network Marine is part of Network Insurance Group | ABN 95 159 898 398 | AFSL 435538 | Tel: 1300 856 657 | Email: fishing@networkmarine.com.au | networkmarine.com.au

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

AFTA has partnered with Shop for Shops to provide all stores with the best prices on shop fittings, shelving and display.

AFTA members receive GOLD reward pricing - save up to 55% off RRP!

Scan below to view and order your free copy of the must have Shop for Shops Retailers' Catalogues.

With your permission your store details will be provided to Shop for Shops so you can get the best prices – every time you shop!

In addition to great savings all AFTA stores can utilise the ***free*** store design service offered by Shop for Shops.

No matter the size of the space or what you need to display – talk to us today about our ***5 step process to help you sell more***.

For more information and to order:
Call us on *1300 11 SHOP* Shop anytime at *shopforshops.com* Email us *sales@shopforshops.com*

Visit your nearest shop:

Melbourne Shop
89 Langridge Street
Collingwood
VIC 3066

Sydney Shop
Unit 10, 476 Gardeners Road
Alexandria
NSW 2015

Brisbane Showroom
29c Brickworks Place
Rochedale
QLD 4123

Perth Shop
Unit 1/52 Hector Street West
Osborne Park
WA 6017

AFTA: SUPPORT YOUR ASSOCIATION

The Australian Fishing Trade Association (AFTA) is the industry's professional trade body. Membership contributions play an essential role in supporting the long-term sustainability of our sector and safeguarding the rights of recreational anglers across Australia for future generations. AFTA is dedicated to advancing the interests of its members, including wholesalers, importers, manufacturers, retailers of fishing products and services, and individuals engaged in recreational fishing media.

JOIN AFTA TODAY!

AFTA: PROTECTING FISHING'S FUTURE

AFTA is dedicated to safeguarding the future of recreational fishing through proactive engagement with political leaders at all levels of government. The organisation regularly submits proactive, comprehensive, and detailed recommendations that accurately reflect the interests and concerns of its members. In addition, prior to each election, and in partnership with local AFTA members, policy manifestos are submitted to both government and opposition parties, emphasising the triple bottom line—economic, social, and environmental considerations.

AFTA's objective is to secure robust, informed, and equitable policy outcomes that advance positive impacts and mitigate adverse effects on the recreational fishing sector. In 2025, AFTA addressed a diverse range of challenges nationwide, including advocating for fair, science-based fisheries management policies, contesting seasonal closures, reductions in catch limits, and restrictions on marine park access, and negotiating the buyback of gillnet licences to protect vulnerable species.

The association responded promptly to environmental crises, such as the algal bloom in South Australia, and actively sought financial and infrastructure support for affected businesses and communities. AFTA also promoted youth engagement and education initiatives in New South Wales, supported stock enhancement programmes across Australia, and advocated for equitable resource allocation during ongoing reforms in Queensland and Western Australia. Furthermore, AFTA managed regulatory matters by opposing the extension of the NSW Blue Groper ban, supporting the introduction of new safety regulations, and evaluating the implications of offshore wind farm developments, while consistently promoting the economic, environmental, and social value of recreational fishing throughout Australia.

AFTA operates independently of government funding; its membership and the AFTA Tackle Show finance organisational and administrative expenses. This approach ensures impartiality and objectivity in representing members' essential interests. Nevertheless, AFTA does apply for grants to improve recreational fishing outcomes and seeks sponsorship for Public Day and Networking Events at the AFTA Tackle Show.

AFTA: INCREASING PARTICIPATION

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

Click here to explore the many projects that AFTA are involved in, helping promote recreational fishing across a variety of different platforms

LET'S GO FISHING

The Let's Go Fishing program, administered to secondary schools in New South Wales through the Marine Teachers Association, has rolled out in five phases since it began in 2016. Each phase has broadened participation and further engaged students in recreational fishing activities.

AFTA supplies comprehensive fishing tackle kits for entire classrooms to facilitate hands-on learning. These kits are complemented by two series of instructional videos accompanied by question-and-answer sheets that support student learning in classroom settings and on-site by the water. In 2026, AFTA will launch Phase 6 of the program, which will provide additional equipment kits and introduce a third instructional video series.

Some comments from the schools participating in the Let's Go Fishing program in 2025:

"I've had a variety of students; those who are mad keen fishermen who go out most weekends already, and kids who have never fished before and have caught their first fish ever because of this program and supply of fishing kits. We started with one class a couple of years ago and have now extended it to 3 classes. Many kids who would never have had the opportunity to try fishing are now hooked on it. We couldn't have done it without your ongoing support."

"The students have benefited greatly. With so little money available in our subject budget, the AFTA gear has provided opportunities we wouldn't otherwise have."

"These kits have been a significant boost for our Marine Studies program and allow us to deliver practical and enjoyable lessons for our incredibly popular courses. Our students love fishing recreationally and are always so excited to go during school time. Learning about fishing is something that the students always enjoy."

"The resources have been a game changer for our school/ marine classes."

LET'S FISH AUSTRALIA

Let's Fish Australia is an initiative of AFTA designed to inspire families, friends, and newcomers to experience the joys of fishing across the country. Through a series of engaging television ads and social media clips, the initiative encourages Australians to get out there and wet a line, promoting angling as an ideal activity for fun, relaxation, and togetherness.

The campaign's central themes highlight fishing as the perfect way to enjoy our beautiful natural environment while supporting mental health and wellbeing. Whether you're looking for a peaceful escape, a bonding experience with loved ones, or simply a new outdoor hobby, Let's Fish Australia showcases fishing as an accessible and rewarding choice for everyone.

Let's Fish Australia's television ads have aired across major metro areas, including Melbourne, Brisbane, Adelaide, Darwin, and Perth, as well as regional locations throughout New South Wales, Queensland, Victoria, Tasmania, and South Western Australia. The campaign's reach reflects a commitment to bringing the benefits of fishing to communities nationwide.

All AFTA members are encouraged to visit the campaign website to download promotional clips and share them on their social media pages, spreading the word and helping more Aussies discover the many rewards of fishing.

The Let's Fish website also features our new community page, showcasing organisations, companies, clubs, and groups that promote recreational fishing participation. If your group meets these criteria, we invite you to submit your details via the community page at letsfish.net.au.

LET'S FISH SOUTH AUSTRALIA

ALGAL BLOOM RECOVERY INITIATIVE

In late 2025, in response to the South Australian algal bloom, AFTA implemented the 'Let's Fish, South Australia' campaign to engage both its members and the wider recreational fishing community. This initiative provides comprehensive digital resources, consistent updates, and transparent communication about the campaign's objectives and benefits. AFTA has offered guidance on enhancing online store profiles, disseminating safe fishing practices, and utilising campaign messaging to encourage anglers to return to South Australian waters. Engagement strategies such as the 'Support Local & Win' and 'Fish & Win' competitions are designed to increase customer traffic and involvement, complemented by the distribution of promotional materials, including digital posters, graphics, and recommended social media content. By inviting retailers to participate, such as opting in, submitting local fishing reports, and engaging in ambassador partnerships and collaborative efforts, AFTA supports widespread benefits through increased visibility, exclusive promotions, and direct assistance, ultimately aiming to restore confidence in recreational fishing and bolster local businesses throughout the state.

> As we continue to advocate for fair, transparent and sustainable fisheries management, AFTA remains focused on delivering tangible support to our members and the broader Recreational Fishing Sector. The Let's Fish SA marketing campaign, supported by a grant from the Government of South Australia, will remind anglers that our waters are open and ready to enjoy, while providing vital support for local tackle retailers. By promoting safe, accessible fishing and encouraging people to shop local, we're helping sustain the businesses, communities, and culture that make recreational fishing such an important part of South Australian life.
>
> **Greg Seeto**,
> *AFTA President*

MEMBER PORTAL

The AFTA member portal provides comprehensive access to all Partner Offers, as well as monthly ABS Import Data, Board Meeting Minutes, Tackle Show Statistics and AFTA Financials. Members can update their directory listings at any time. By adding team members to the CONTACTS tab within your member profile, you grant them access to the Member Portal. While these contacts can be concealed from public view, they must be listed to ensure information access. Additionally, listing your team members here ensures they receive AFTA's monthly e-News Updates.

CLICK HERE TO VIEW THE MEMBER PORTAL

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.

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 **DEFIBSPLUS** and **BEHEARTSMART**

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**

CONNECT WITH US

afta.net.au

letsfish.net.au

- Australian Fishing Trade Association
- AFTA | Members Group
- Australian Fishing Trade Association
- Lets Fish Australia
- Lets Fish Australia