



# 2026 MEMBERSHIP PROSPECTUS

# 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.

# 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.

## 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](https://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.

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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*





# 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](#)





# SEE YOU AT THE 2026 AFTA TACKLE SHOW

20TH-22ND AUGUST  
BRISBANE CONVENTION & EXHIBITION CENTRE

PRESENTED BY



## 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 at the AFTA Gala Dinner and Awards Night on the Friday night of the Show.

## 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



# PARTNER OFFERS

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

SAVE MONEY  
on defibrillator  
packages for your  
premises with



SAVE MONEY on  
car rental with



SAVE MONEY with  
access to exclusive  
business pricing at



SAVE MONEY on  
shopfitting supplies  
for the shop, warehouse  
or home with



ENSURE YOU'RE  
PROTECTED with  
Network Marine's  
Insurance Health Check



SAVE MONEY on  
electricity, gas,  
eftpos, phone, internet  
and even Bunnings with



SHOW  
YOUR STAFF YOU  
CARE by making your  
business



A be HeartSmart business places its people first, providing staff, members and guests with the knowledge, confidence and tools to be well-prepared in the event of a Cardiac Arrest. You can achieve this through three simple steps:  
Education, Equipment  
and Support.

# 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.

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 **DEFIBSPUS** 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](http://afta.net.au)

[letsfish.net.au](http://letsfish.net.au)



Australian Fishing Trade Association



AFTA | Members Group



Australian Fishing Trade Association



Lets Fish Australia



Lets Fish Australia



# SCHEDULE OF MEMBERSHIP FEES 2026

AFTA is committed to representing wholesalers, importers, manufacturers, retailers, charter operators, and media professionals in the fishing industry, tirelessly advocating for our interests at every level of government. We tackle vital issues, ensuring fair and effective outcomes for our sector. AFTA, as an independent association, delivers effective and impartial advocacy while fostering collaborative partnerships to promote the growth of fishing tackle businesses. Membership fees have remained unchanged for over six years, making this an opportune time to support the industry and contribute positively by joining AFTA.

TURNOVER	WHOLESALE	MEDIA	RETAIL
Up to \$250,000 (WS025, MED025, RET025)	\$200	\$150	\$100
\$250,001 – \$500,000 (WS050, MED050, RET050)	\$370	\$278	\$185
\$500,001 – \$1,000,000 (WS1, MED1, RET1)	\$685	\$513	\$342
\$1,000,001 – \$2,000,000 (WS2, MED1+, RET1+)	\$1,266	\$950	\$633
\$2,000,001 – \$4,000,000 (WS4)	\$2,343		
\$4,000,001 – \$8,000,000 (WS8)	\$4,334		
\$8,000,001 – \$16,000,000 (WS16)	\$8,018		
\$16,000,001 and above (WS16+)	\$14,833		

\* All fees are GST inclusive

## DID YOU KNOW?

The membership fee is based on your fishing tackle turnover in Australia in the last financial year (2024-2025). We do request that renewing members review the membership level stated for accuracy each year. Your renewal page offers an option to adjust your membership level.

## MEMBERSHIP ENQUIRIES

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

AFTA is committed to a strong future for recreational fishing and the fishing industry, each and every member matters!

Join AFTA today and help secure the future of recreational fishing across Australia! By becoming a member, you directly support the sustainability of our industry and protect anglers' rights for generations to come.

Visit the [Membership page](#) on the AFTA website to apply to join. Existing members can log in to Member Portal to renew for 2026.

