



**AFTA | Australian Fishing Trade Association**

**ABN: 69 558 217 424**

# South Australian Algal Bloom Recovery Initiative

In collaboration with [Devote Digital](#)

AFTA's established and reliable digital partner



## Introduction

- Thank you for the opportunity to present the South Australia (SA) Algal Bloom Recovery Initiative marketing campaign. This proposal outlines our comprehensive strategy to restore confidence in recreational fishing; support affected businesses and ensure the continued prosperity of South Australian communities.
- We propose an industry led / government partnership to maximise the impact of this initiative
- Part 1: Production and Implementation of a Digital Advertising Campaign, supported by social media, email marketing, potential instore events and website resources
- Part 2: Television/Radio Marketing Campaign



## Recreational fishing is significant in South Australia

In 2018, the Australian Government funded the *National Social and Economic Survey of Recreational Fishers* identified that in *South Australia (2019-20)*.

- There are approximately **360,000 anglers**,
- They **contribute \$985m** value to the SA economy.
- Sustains **9,434 full-time equivalent jobs**.
- This included \$593 million and 5,301 jobs in Adelaide, and \$392 million and 4,133 jobs in regional South Australia.

Spending by recreational fishers contributes to the economy across South Australia. This could be direct spending by a recreational fisher on bait and tackle or indirect or flow-on spending by a business related to recreational fishing.



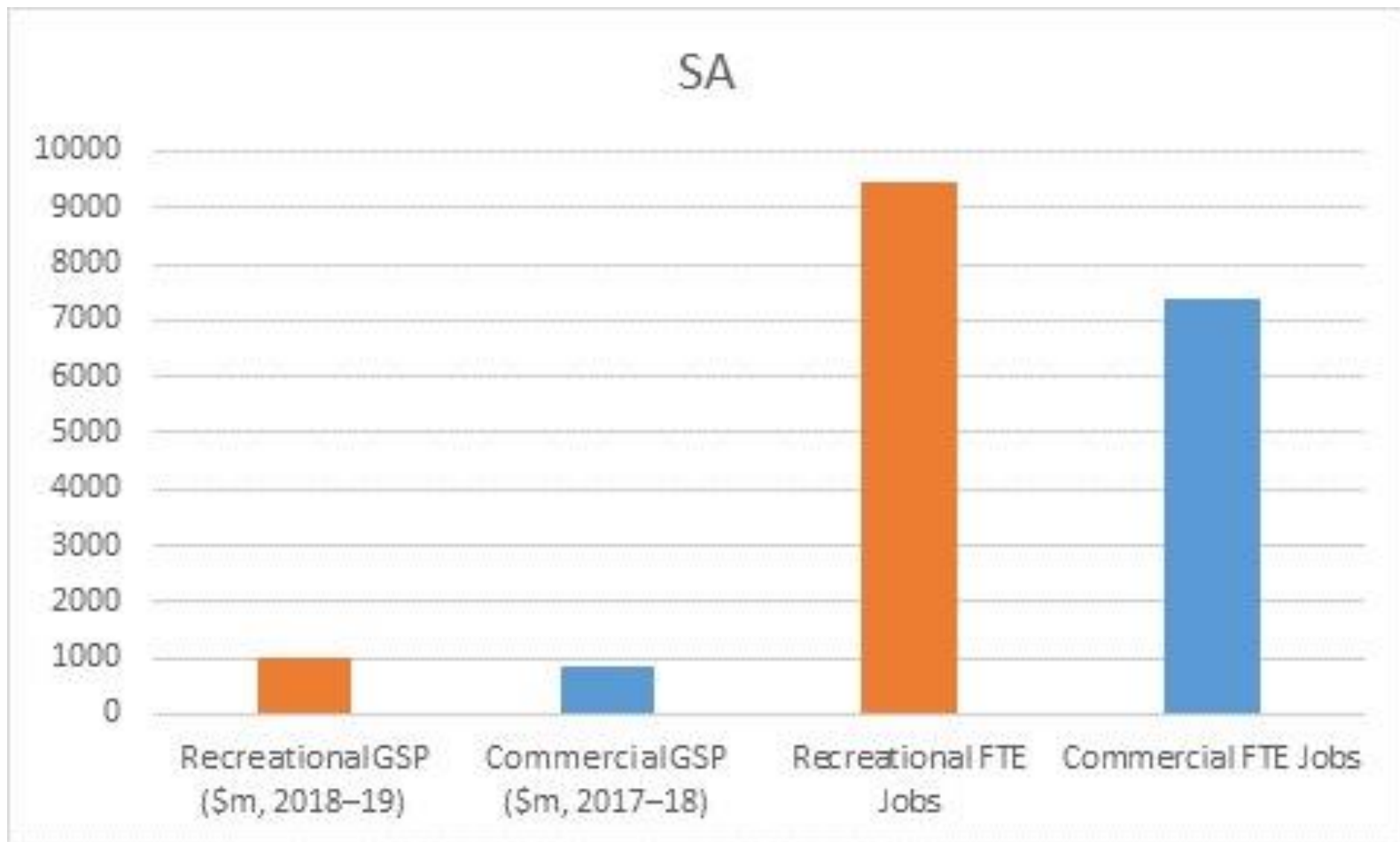
AFTA recognises the importance of the Commercial sector, however the Recreational Fishing industry in South Australia generates greater financial contributions and employment opportunities compared to the Commercial sector.

	Recreational	Commercial	Rec: Com Ratio
Total Contribution:	\$985m	\$844m	1.2:1
Total FTE	9,434	7,389	1.3:1

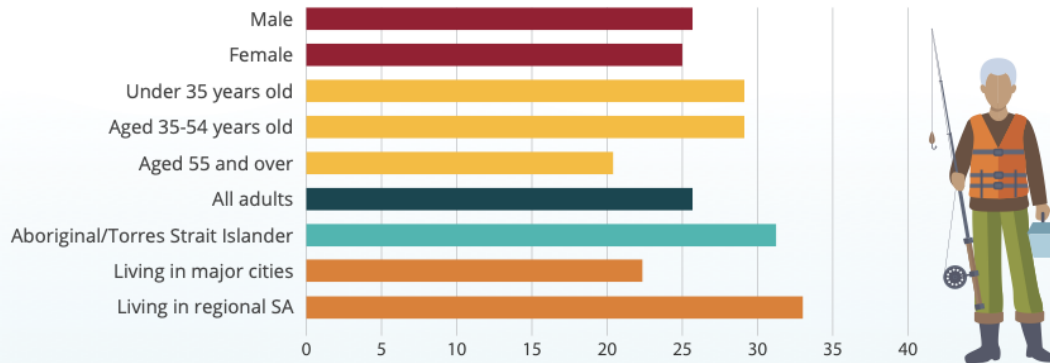


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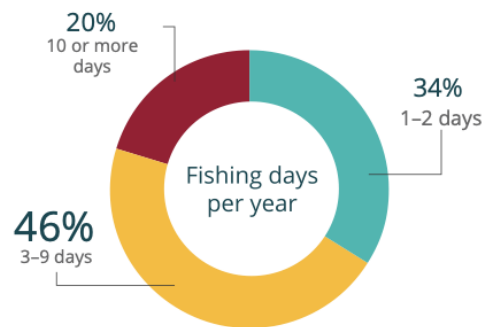
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# % of adult (18+) population who recreationally fish per year



## % of people in South Australia that went fishing



“ South Australian’s spend an estimated **2.2 million days** fishing each year ”

Note: Due to smaller samples in SA, only three categories of fishing days are reported

## Fishing locations in last 12 months

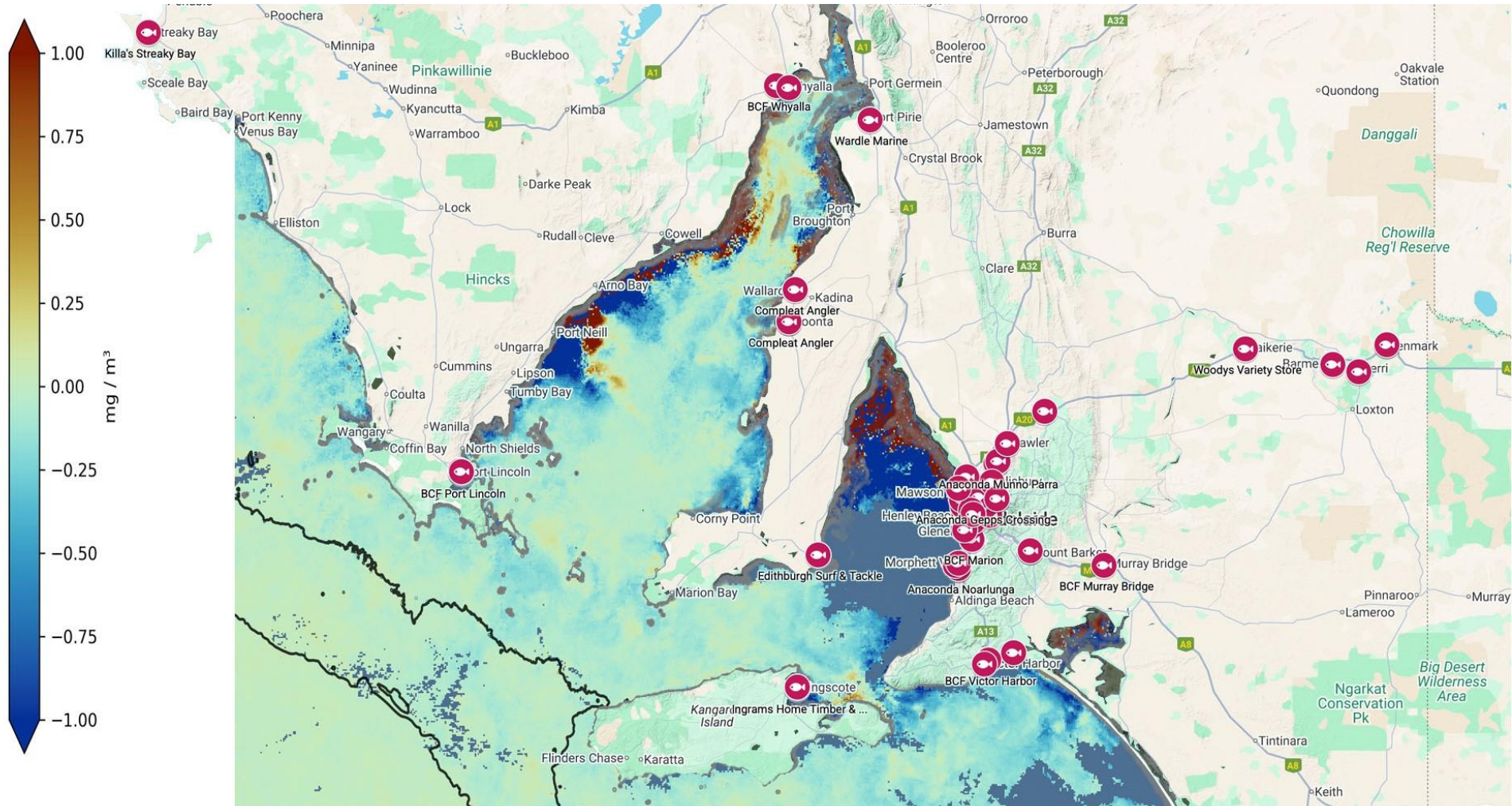


# Fishing Tackle Retailers in South Australia

(31 in Adelaide Metro and 32 in Regional SA)

More than 30 additional SA based businesses in the tackle industry will benefit from this campaign as well as the tourist regions over the peak summer period.

***South Australian Tourism through recreational fishing is worth \$360M.***





## Background: Impact of the Algal Bloom

- The recent algal bloom has significantly affected businesses along South Australia's coastline, disrupting livelihoods, reducing tourism, and impacting the broader community.
- While only about 30% of the coastline is affected, public perception has led to a wider decline in recreational fishing activities and local retail sales.
- The need for a coordinated recovery effort is urgent as we approach the peak summer trading season.
- This is not a “Blame Game” but a “Supportive Solution”
- The ***peak sales period for SA stores is from September to March, representing around 70% of yearly revenue.*** If performance during this time is below expectations, recovery may require 12 to 18 months.



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## *Let's Fish SA*

**Discover safe spots, local support, and great fishing experiences across SA this summer.**

Builds on the previous government supported [Let's Fish SA campaign](#)

**Adjusted messaging for tourists**

*(to appear in out of state/non-local ads in the lead up to Summer School Holidays)*

## *Cast Your Line in SA!*

**Discover safe spots, local support, and great fishing experiences across SA this summer.**



## Rebuild Confidence in Recreational Fishing

- Promote safe and accessible fishing opportunities, support local tackle retailers, and reassure the public of the safety and benefits of fishing in South Australia ahead of peak summer trading.

## Target Audience

- Recreational fishers (families, hobbyists, tourists)
- Local communities in SA
- Government stakeholders and funding bodies
- Visitors planning holidays between now and Christmas



## Campaign Overview

- 1. CLARITY
  - Provide clear information to reassure the public and build confidence in safe fishing
- 2. CONTENT
  - Share engaging stories and resources that educate, inspire, and promote fishing opportunities.
- 3. COMMUNITY
  - Support retailers, ambassadors, and groups to strengthen and unite the fishing community.



## Clarity

A collection of landing pages hosted on *'Let's Fish Australia'* that provide:

- Overview of what is the Algae Bloom, safety updates and FAQs
- An interactive map of locations still open to fish
- The most up to date information / weekly blog on any major or local updates
- Retailer directory and featured products.
- A guide to report any local updates (citizen science) or what the local community can to do get involved (application).
- Collaborating with RecfishSA and building on their outcomes



## Clarity

**CAMPAIGN HUB:** A collection of landing pages hosted on 'Let's Fish Australia' that provide:

- Overview of what is the Algae Bloom, safety updates and FAQs
- An interactive map of locations still open to fish
- The most up to date information / weekly blog on any major or local updates
- Retailer directory and featured products.
- A guide to report any local updates (citizen science) or what the local community can to do get involved (application).

## NEWSLETTER & FISHING REPORTS:

- Regular updates for subscribers and stakeholders.
- Highlighting campaign milestones and community impact.
- Product review / local retailer spotlights.



## Key Messages

### ***SA is open for FISHING!!!***

- Only approximately 30% of South Australia's coastline is affected by the algal bloom
- Fishing remains safe and viable in freshwater reservoirs, estuaries, and offshore areas & selected in shore areas
- Recreational fishing supports mental health, community connection, and local economies
- Local tackle retailers are ready to assist with gear and advice
- Local tackle retailers engage their local community
- The catch, properly prepared, is safe to eat



## Local Fishing Experts

Sharing engaging stories and resources that educate, inspire, and promote fishing opportunities.

- Local tackle store staff speaking directly to camera.
- Highlighting: Safe fishing spots, Local fishing reports, Gear tips, Community stories
- Local stores to collaborate on posts with their own local businesses and Let's Fish Australia.
- Imagine everyday anglers sharing their excitement: *“Just popped into my local tackle store to gear up – we’re heading to the Eyre Peninsula for a ripper summer holiday!”* This approach showcases relatable characters preparing for their trip, highlighting the convenience and expertise of local stores, while building anticipation for memorable fishing adventures in a stunning Aussie destination.



## Local Fishing Ambassadors

- Recruit the participating brands local SA influencers to create high-level promotional content on local fishing, leverage in:
  - Paid Ads
  - Collaborative Posts
  - Fishing Reports
  - Tips
- Leverage at the beginning and during peak holiday seasons to build awareness.



## Community:

Support retailers, ambassadors, and groups to strengthen and unite the fishing community

**Local SA Community Event:** Host a local fishing community event or 'kids' fishing day with local SA Fishing Groups, look at:

- Donating prizes for competitions
- Ambassadors to be present on the day for reach/pre-event promotion/community bonding

**Clean Up Programs:** Work with local fishing groups/tackle stores to run local clean up initiatives for the community to get involved.

- Incentivise with prizes for those who attend/local voucher to stores to say thank you for involvement.



## Benefits

- **Economic Support:** The initiative will support local tackle retailers, wholesalers, charter boat operators and boost sales, contributing to the local economy
- **Community Engagement:** By promoting safe fishing opportunities and supporting local retailers, the campaign will foster community connection and mental health benefits
- **Tourism Boost:** The campaign aims to attract tourists by highlighting safe fishing spots and promoting local fishing experiences
- **Government Collaboration:** The involvement of the Premier in strong message delivery will enhance the campaign's credibility and effectiveness
- **Gone Fishing Day 2025 – October 19<sup>th</sup>** – Premiers lead by example .. Let's Fish
- **Phased Funding Allocations:** AFTA recommends phased funding allocations based on the regions affected and the duration of the algal bloom, ensuring targeted and effective use of resources



## KPIs

- Reach & impressions
- Engagement rates (views, likes, shares)
- Website traffic and click-throughs
- Retail foot traffic & sales uplift
- Increased community confidence and feedback

*\*\*AFTA's marketing campaigns are shared through its extensive member network, including major retailers like Anaconda and BCF, which reach over **800,000 Facebook** and **300,000 Instagram** followers. The Boating Industry Association (BIA) will further promote the campaign to **45,000 boat owners**. Our member email lists collectively target more than **3 million potential customers**.\*\**



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## CAMPAIGN TIERS

Oct-Dec	Geo-Targeting	Digital Ads Reach	Content	Influencers	TV/Radio
<b>\$100,000</b>	South Australia	~ 3.5 million impressions	Small, local creators Store content	0	No
<b>\$150,000</b>	South Australia Western NSW Southern WA Western VIC	~ 6 million impressions	Local creators Store content	1 or 2	No
<b>\$350,000</b>	South Australia Western NSW Southern WA Western VIC	~ 10 million impressions	Local creators Store content 15s TVC's	1 or 2 Local Fishing Events	TV Radio Local Fishing Events



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## TIMELINES

September

October

November

December

Campaign Planning

Writing & Design  
Website Build  
Content Creation

**Gone Fishing Day  
OCTOBER 19TH**

Email & Database Growth

Launch Database Competition

Fortnightly newsletter updates

Content

Ambassador Content

Local Fishing Expert Content - 2-3 posts per week

Paid Marketing

Local Ads

Out of State Tourism Ads

Events

**Gone Fishing Day  
OCTOBER 19TH**

Local Fishing Events



## Alignment with Government Goals

- This campaign directly supports government objectives by stimulating economic recovery, enhancing public health and wellbeing, and fostering resilient local communities.
- By promoting safe and responsible recreational fishing, we not only help affected businesses but also encourage tourism, social cohesion, and long-term sustainability for South Australia.



## Partner with AFTA

- We invite you to partner with us in delivering this vital campaign.
- Your personal support will enable us to reach, reassure, and re-engage the community, ensuring South Australia's fishing industry and local businesses emerge stronger.
- Together, we can restore confidence, drive economic recovery, and build a brighter future for all South Australians.

***The Premiers "Leadership & Credibility" is critical in delivering the outcome***