



ABOUT ANGE ESDAILE GO FISH AUSTRALIA

Growing up on boats in Queensland, Ange brings a unique blend of expertise in tourism, events, and the inbound fishing market. Her unparalleled experience makes her Australia's foremost authority in this very specialised field.

Ange Esdaile grew up in Brisbane in a fishing and boating family. Their 40-foot Moreton Bay Cruiser, based on the Gold Coast, became her weekend escape and her holiday home. Learning how to fish and reading the weather and tides became her classroom and where her love of fishing and boating began.

In 1984 Ange started working in the tourism industry, beginning her career at Tourism and Events Queensland, (formally known as the Queensland Tourist & Travel Corporation). Working in the international team and facilitating familiarisations for film crews from across the world, Ange's future in tourism was set.

A move to Port Douglas was next, working in Business Development for 5 iconic tourism brands before heading back to Brisbane 6 years later to take up a role with a major event company. Major events became her focus and over the next 20 years she worked for companies such as NAB, Dreamworld, Moreton Hire and Moreton Island Adventures.

In 2009, Ange became interested in Aboriginal and Torres Strait Islander culture and volunteered with Indigenous Community Volunteers to pass on her skills in tourism and events to mentor where needed in remote areas of Australia. Ironically, this also saw her stumbling across incredible fishing experiences on Country that still drives her today to uncover, mentor and prepare these experiences for the tourism market.

In 2014, it was in her event and business development role at Moreton Island Adventures where Ange was asked to create and organise the inaugural Moreton Island Fishing Classic. Once off the ground, Ange was catapulted back to the world of fishing and boating, something that ran deep in her bones. From here she found a gap in the market and where the idea was born to launch her own fishing travel agency. In 2017, Go Fish Queensland was born, a fishing travel agency dedicated to fishing holidays in Queensland.



Able to utilise her tourism and event background plus having a very specific interest in fishing, Ange initially worked with a colleague (a fishing journalist of over 40 years) to define the fisherman and the potential of the fishing market. Coincidentally, only 3 months later, Tourism Australia announced a new inbound market, fishing through the launch of Great Fishing Adventures of Australia.

News of Go Fish spread throughout the tourism industry and soon, Go Fish Queensland became Go Fish Australia Pty Ltd, procured to write fishing tourism strategies for state and regional tourism organisations across Australia.

It was a very busy time flying to incredible locations across Australia to determine the value of the fishing assets in a region or a State. In 2018 Go Fish Australia won the Queensland Tourism Industry Council Award for Innovation in Tourism.

It was after two years that Ange decided to stay put for a while and concentrate on extraordinary fishing experiences for high-end clients across Australia. Working with inbound agencies to create bespoke experiences utilising helicopters, seaplanes, super yachts and private islands, Ange became the go-to fishing expert in the tourism industry. It was her ability to combine her event management experience within a fishing holiday itinerary that saw her unique skills in high demand.

During this time, Ange continued to work in the indigenous space on a pro-bono basis and helped create cultural fishing experiences in places such as East Arnhem Land, K'gari, Marpoon, Kununurra and Minjerribah to name a few.

In January 2023, Go Fish Australia was approached by Tourism Australia to assist in managing one of their Signature Experiences, Great Fishing Adventures of Australia, in an effort to engage industry experts to assist in managing particular markets. Consequently, Go Fish Australia dismantled all of their packages and closed the website to enable them to concentrate on the members of GFAoA. The GFAoA brand closed on 30 June 2023 due to funding restrictions.

Now, Go Fish Australia is back, picking up where Tourism Australia's efforts concluded. We are at the forefront of advocating for the Australian fishing industry, both domestically and on the global stage. In our new format, we are a Partnership-based organisation where we actively promote Australia's fishing opportunities, striving to attract passionate anglers from around the world to our shores.

We bridge the gap where traditional tourism organisations have fallen short, offering specialised support and marketing for fishing operators and guides. Through our efforts, we ensure that Australia remains a top destination for fishing enthusiasts, driving both the industry and local communities forward. We hope you'll join us.

Ange