

SOUTH AUSTRALIAN TOURISM COMMISSION

# RECREATIONAL FISHING

TOURISM STRATEGY 2030



[SOUTH AUSTRALIA.COM](https://southaustralia.com)



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## ACKNOWLEDGEMENT OF COUNTRY

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The South Australian Tourism Commission acknowledges and respects Aboriginal people as the State's first people and nations, and recognises Aboriginal people as traditional owners and occupants of South Australian land and waters.



Above

Ngaut Ngaut Conservation Park, Murray River, Lakes & Coorong

Cover

Coffin Bay, Eyre Peninsula

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## MESSAGE FROM THE MINISTER FOR TOURISM

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With 5,000 kilometres of coastline, some of the best beaches in our nation, the world's third longest navigable river – the Murray River – running through our State and out to sea, South Australia is well known for its water based experiences.

One of those water based experiences is recreational fishing and it is a popular activity among locals and a driver of visitors to our State. We know people travel vast distances in pursuit of a particular fish species and in doing so, they contribute valuable tourism dollars into our State and into the many regional seaside and river towns which rely on visitor spend.

With around 810,000 leisure visitors to and within South Australia including fishing as part of their trip, Recreational Fishing Tourism plays a role in South Australia's visitor economy. The South Australian Government recognises this and is committed to supporting a sustainable Recreational Fishing Tourism sector in our State.

In fact, this Government made an election commitment to develop a tourism strategy through the South Australian Tourism Commission in consultation with peak fishing bodies that reflects the role recreational fishing plays in driving visitation to and across the State.

This Recreational Fishing Tourism Strategy is that commitment in action. We are not only delivering on that promise, we are now focused on growing Recreational Fishing Tourism in South Australia to \$468 million by 2030.

In order to reach our target and create a thriving Recreational Fishing Tourism industry in our State, we aim to attract new fishers from interstate and overseas to South Australia and encourage local fishers to travel across the State. We will focus on driving expenditure and high yield visitors, rather than driving visitation and high volume tourism. In turn, this sustainable growth in Recreational Fishing Tourism will enhance community and visitor wellbeing, drive the State's economic prosperity, and help preserve the environment for generations to come.

South Australia is renowned for its impeccable natural landscapes, abundance of wildlife, and award-winning food and beverage, which is centred on the rich produce of our lands and waters. Our State is well positioned to leverage its natural assets while providing travellers with a deeper understanding of and respect for our aquatic ecosystems.

I look forward to seeing South Australia realise the potential in Recreational Fishing Tourism in our State.

A handwritten signature in black ink, reading 'Zoe Bettison'.

**THE HON ZOE BETTISON MP**  
Minister for Tourism

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## MESSAGE FROM RECFISH SA

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Every year, around 360,000 South Australians participate in and enjoy recreational fishing in South Australia. Recreational fishing generates \$1 billion in economic activity for the State, and tourism plays an important part in this. Interstate recreational fishers are also drawn to our State for our iconic species, great locations, and relaxed lifestyle.

Recreational fishers make a significant contribution to regional economies, through the purchase of accommodation, dining, hospitality, fuel, bait, and more. Recreational Fishing Tourism is a key driver of tourism stays and expenditure to our regions. Total visitor expenditure from Recreational Fishing Tourism in South Australia is estimated to be \$403 million.

As the peak representative body for recreational fishing in South Australia, RecFish SA is pleased to see the recognition of the importance of recreational fishing to tourism in our State and supports the Recreational Fishing Tourism Strategy being implemented by the State Government through the South Australian Tourism Commission.

By increasing the value and recognition of this sector, we can help drive better outcomes for tourists enjoying recreational fishing – outcomes such as bolstering our programs like fish restocking programs, habitat enhancements and fishing clinics, driving investment in access and infrastructure and supporting community events. We have the opportunity to promote South Australia as a world class fishing destination.

RecFish SA looks forward to fully realising the potential in Recreational Fishing Tourism in South Australia and seeing positive outcomes for recreational fishing tourists for generations to come.

*Asher Dezsery*

**ASHER DEZSERY**

Executive Officer, RecFish SA





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## CONTENTS

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RECREATIONAL FISHING TOURISM STRATEGY	Page 7
STRATEGIC ALIGNMENT	Page 7
South Australian Tourism Drivers	Page 7
TOURISM AS PART OF RECREATIONAL FISHING	Page 8
South Australia's Competitive Position	Page 9
RECREATIONAL FISHING TOURISM DESTINATIONS ACROSS SOUTH AUSTRALIA	Page 10
OUR VISION FOR RECREATIONAL FISHING TOURISM	Page 12
OUR STRATEGIC PRIORITIES FOR RECREATIONAL FISHING TOURISM	Page 13
Our Goals	Page 13
Strategic Approach	Page 13
Strategic Priorities	Page 14
MEASURING SUCCESS	Page 21
METHODOLOGY	Page 22



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## RECREATIONAL FISHING TOURISM STRATEGY

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South Australia is renowned for its outstanding natural assets, vibrant culture and exceptional food and wine that bring to the table the rich produce of South Australian lands and waters. These factors are key drivers of tourism to our State, and recreational fishing plays a role in driving visitation to and within South Australia.

### STRATEGIC ALIGNMENT

The South Australian Tourism Commission (SATC) recognises the role that Recreational Fishing Tourism plays as part of the wider Visitor Economy, and is committed to supporting a sustainable Recreational Fishing Tourism sector. Recreational Fishing Tourism is a driver of visitation across the State, and recreational fishers contribute to the dispersal of tourism dollars into South Australia's regions.

This Strategy has been developed in partnership with RecFish SA. It aligns with the South Australian Visitor Economy Sector Plan 2030 (SAVESP) and the South Australian Regional Visitor Strategy 2025. The latter highlights the importance of recreational fishing for the regions, and reflects fishing as a regional priority for three of our regions, namely the Riverland, Yorke Peninsula and the Murray River, Lakes & Coorong. Whilst fishing is not identified as a specific priority in other regions, it is an important activity in our other coastal regions, including the Fleurieu Peninsula, Eyre Peninsula, Limestone Coast and Kangaroo Island, as well as Adelaide.

Recreational Fishing Tourism contributes to the six Strategic Priorities that have been identified through research and consultation.

#### South Australian Tourism Drivers

The SAVESP identified three key factors driving visitation to South Australia. Each is of relevance to Recreational Fishing Tourism:

##### *Exceptional food and drink experiences*

While it is well established South Australia leads the country for "good food and wine" and "credible wineries", we also enjoy a rich variety of fresh produce, and we are globally renowned for the quality of our seafood. Recreational fishing provides a key linkage for visitors to experience the provenance of the world class diversity and abundance of our waters.

##### *Immersive nature and wildlife experiences*

South Australia offers unique nature and wildlife experiences that cannot be found elsewhere. Swimming with sea lions, shark cage diving, snorkelling with giant cuttlefish, harvesting oysters, and navigating a houseboat along the Murray River are some water based experiences that are unique to South Australia. Fishing and aquaculture (breeding, raising and harvesting fish, shellfish and aquatic plants) experiences showcase our natural environment, providing travellers with an understanding of and respect for our aquatic ecosystems. They also provide a unique opportunity to connect visitors with the place where their seafood is directly sourced, a visitor experience which is high in demand, as per the South Australian Agritourism Sector Plan.

##### *Events and festivals*

Events and festivals are a key driver of visitation to South Australia, featuring a range of arts, festivals and culture, food and wine and sports events, and are an important focus of the SATC. Fishing events by their nature tend to be regionally focused and can attract a significant number of recreational fishers, who can boost visitation and help spread tourism dollars across the State.

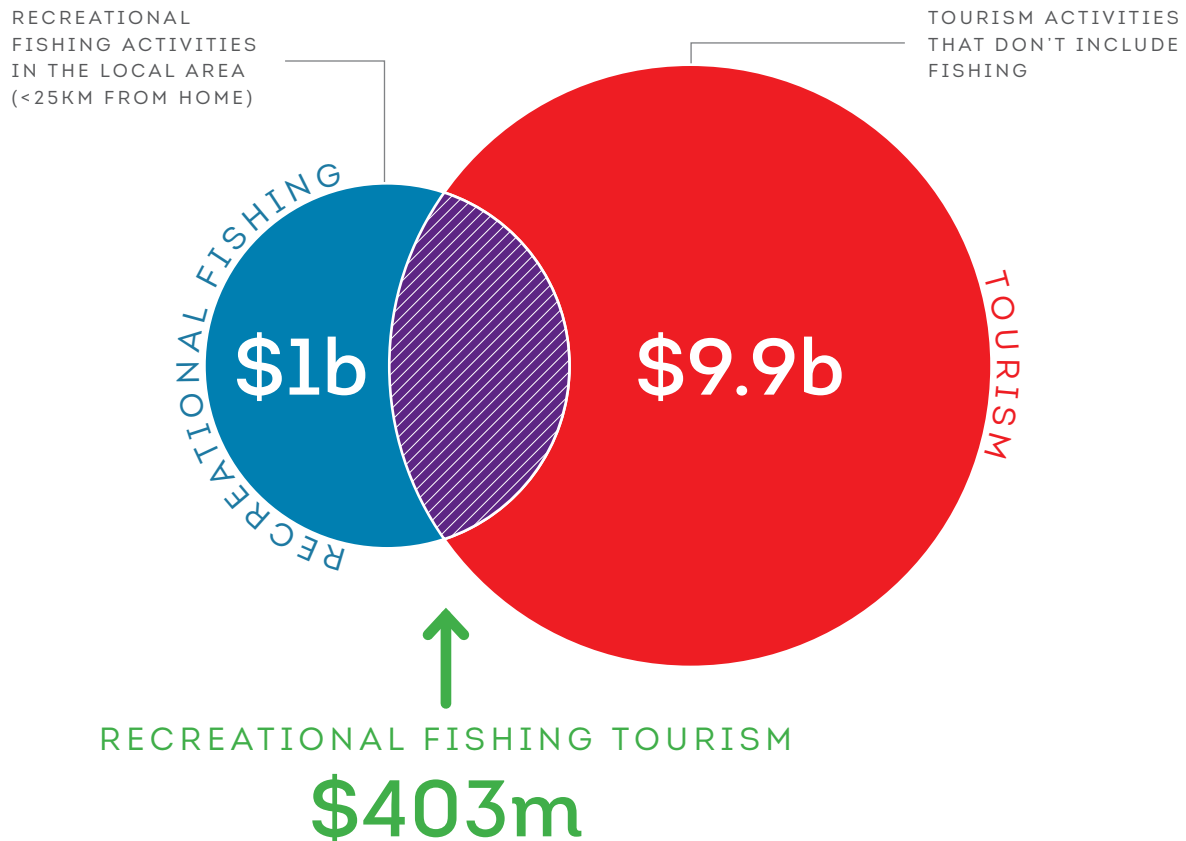
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## TOURISM AS PART OF RECREATIONAL FISHING

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Recreational fishing includes any fishing activities other than commercial fishing or Aboriginal traditional fishing. It consists of fishing undertaken for many reasons, including personal consumption, sport, social bonding, or fun. Recreational fishing is a significant activity for South Australia, estimated to generate \$1 billion in economic activity, as well as, social, health and wellbeing benefits to the 360,000 South Australians who participate in fishing each year (PIRSA).

A subset of this fishing activity occurs as tourists, who travel outside of their local area and enjoy the fishing offerings of a destination that is not their local area. It is estimated one in 20 leisure visitors to South Australia – those who come for holidays or to visit friends and family – fish during their visits, and \$403 million is spent by these recreational fishing visitors throughout the State, predominately in our regional areas. Note: recreational fishing by South Australians at their local jetty or fishing spot is not within the scope of this strategy.



The chart above highlights opportunities of increasing Recreational Fishing Tourism, by encouraging fishers who enjoy the activity locally to experience new locations, as well as to encourage tourists to consider including a fishing experience in their travel itinerary. Additionally, highly appealing fishing experiences can attract interstate recreational fishers that are not currently considering South Australia as a destination.

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Source: Survey of Recreational Fishing Tourism in South Australia, 2021-22 (PIRSA); International Visitor Survey [IVS] and National Visitor Survey [NVS] (Tourism Research Australia).

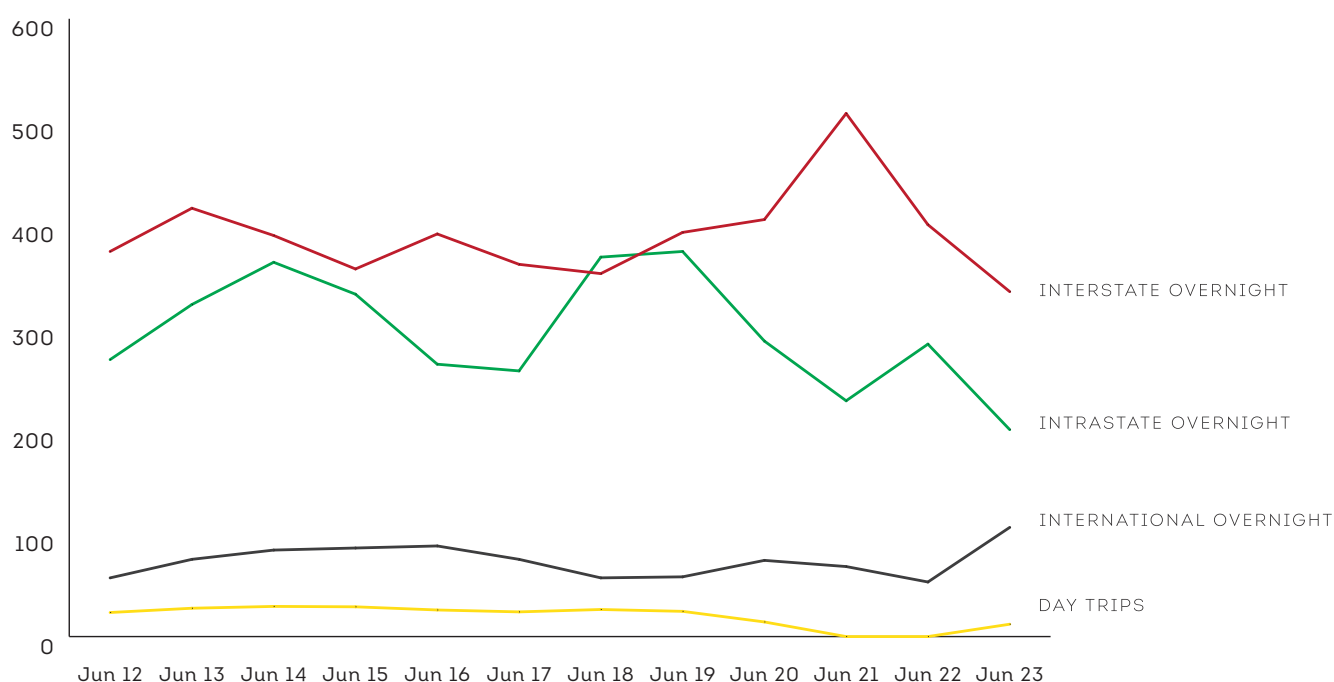


## TOURISM AS PART OF RECREATIONAL FISHING

### South Australia's competitive position

Fishing tourism benefited from the intrastate travel boom during the COVID period, with both visitation and expenditure holding up well. Recreational Fishing Tourism comprises 3% of total leisure visitation to South Australia – in line with the rest of Australia – and the sector provides an opportunity for regional dispersal.

### VISITS TO SOUTH AUSTRALIA WITH A FISHING COMPONENT



Source: International Visitor Survey [IVS] and National Visitor Survey [NVS] (Tourism Research Australia)

Intrastate tourism largely drives South Australian visitation and expenditure, making Recreational Fishing Tourism an excellent tool to further promote visits in South Australia and encourage regional dispersal. However, there is a smaller but significant opportunity to drive Recreational Fishing Tourism with higher spending interstate and international visitors. As such, this strategy focuses on actions to improve the interstate and international positioning of Recreational Fishing Tourism in South Australia.

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## RECREATIONAL FISHING TOURISM DESTINATIONS ACROSS SOUTH AUSTRALIA

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South Australia is an ideal destination for recreational fishing due to its geography, and the diversity of species in its waters. South Australia has 5,000 kilometres of coastline and many inland water bodies where visitors and locals can enjoy recreational fishing. Recreational fishing in South Australia takes place predominantly in marine environments, although freshwater bodies, including rivers and reservoirs, also provide a range of fishing opportunities across the State. Overall, 69% of South Australian recreational fishers fish only in

salt water, 8% only in freshwater, and 23% in both (PIRSA). There are a variety of Recreational Fishing Tourism operators offering experiences across the State, including charter boat operators.

Land based recreational fishing includes our beaches, and rock and jetty fishing spots. For inland fishing, the iconic Murray River provides opportunities for fishing while immersed in breathtaking nature, and several reservoirs can be accessed with a permit for freshwater fishing.



Above Antechamber Bay, Kangaroo Island



## SOUTH AUSTRALIAN RECREATIONAL FISHING TOURISM KEY AREAS



Source: South Australian Tourism Commission. This map provides a general overview of fishing destinations across South Australia. For more details please visit RecFish SA's interactive map on [recfishsa.org.au/fishing-maps](http://recfishsa.org.au/fishing-maps)

## OUR VISION

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A THRIVING RECREATIONAL FISHING TOURISM INDUSTRY  
THAT BRINGS NEW FISHERS TO OUR STATE AND  
ENCOURAGES OUR LOCAL FISHERS TO TRAVEL ACROSS  
THE STATE, ENHANCES THE WELLBEING OF VISITORS  
AND LOCALS, CONTRIBUTES TO SOUTH AUSTRALIA'S  
ECONOMIC PROSPERITY, FOSTERS SUSTAINABILITY AND  
BUILDS STRONGER COMMUNITIES.





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## OUR STRATEGIC PRIORITIES FOR RECREATIONAL FISHING TOURISM

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### Our vision for Recreational Fishing Tourism

A thriving Recreational Fishing Tourism industry that brings new fishers to our State and encourages our local fishers to travel across the State, enhances the wellbeing of visitors and locals, contributes to South Australia's economic prosperity, fosters sustainability and builds stronger communities.

### Our goals

- To consolidate South Australia as a key Recreational Fishing Tourism destination through promotion of its natural assets, fishing experiences and destinations.
- To provide a framework and set of indicators that highlights the contributions of Recreational Fishing Tourism to our State.

### Strategic approach

Actions within this strategy adopt the SATC's strategic framework. Reporting and targets are focused on expenditure rather than visitation. This approach maximises the benefits to the South Australian community whilst minimising the impacts of high volume tourism. This Strategy has been built with sustainability in mind; for a Recreational Fishing Tourism industry that respects nature and ensures fishing can be enjoyed by visitors and locals for generations to come.



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## OUR STRATEGIC PRIORITIES FOR RECREATIONAL FISHING TOURISM

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### Strategic priorities

Recreational fishing is an activity enjoyed by a wide range of visitors to South Australia.

The State's abundant coastal and inland waterways make it an ideal destination for both seasoned, passion-led anglers and those trying their hand at fishing for the first time.

This strategy ensures South Australia offers a range of experiences, information and touchpoints to cater for the needs of all recreational fishing visitors.

The following Strategic Priorities will guide us towards achieving this outcome.





## STRATEGIC PRIORITIES

### MARKETING

GOAL	MEASURE	ACTION	LEAD
1. <b>Support the creation of marketing and creative content to promote Recreational Fishing Tourism in South Australia</b>	1.1 New marketing content is developed	1.1.1 New Recreational Fishing Tourism content in the South Australian Media Gallery 1.1.2 The development of external content is supported by the SATC	SATC SATC
	1.2 Continue promotion of fishing through current marketing content	1.2.1 SATC showcases fishing as an enhancing product to its current focus areas (e.g. <i>southaustralia.com</i> blog posts)	SATC
2. <b>Enable the development of clear sources of information on Recreational Fishing Tourism across the State</b>	2.1 Recreational Fishing Tourism visitors to South Australia are aware of what is available in South Australia	2.1.1 RecFish SA will lead the development of a Recreational Fishing Tourism fact sheet highlighting the species available by destination and season across the State 2.1.2 Promote fishing information on <i>southaustralia.com</i> 2.1.3 Update <i>southaustralia.com</i> to ensure latest Recreational Fishing Tourism information is featured where relevant (including ATDW)	RecFish SA SATC SATC
	2.2 Visitors understand the best practices on Recreational Fishing Tourism	2.2.1 Responsible fishing practices and adequate fishing behaviour is promoted by highlighting RecFish SA's advocacy work 2.2.2 Links and reference to RecFish SA's website are incorporated to <i>southaustralia.com</i> where relevant	RecFish SA and SATC SATC
	2.3 The importance of sustainability is embedded within communications and sources of information	2.2.3 South Australia's natural assets and fish species are highlighted	RecFish SA and SATC
3. <b>Highlight the South Australian Recreational Fishing Tourism through increased Australian Tourism Data Warehouse (ATDW) listings</b>	3.1 Continue to promote recreational fishing ATDW listed products	3.1.1 Continue to embed listed operators in relevant communications (e.g. fishing blog)	SATC

## STRATEGIC PRIORITIES

### EXPERIENCE AND SUPPLY DEVELOPMENT

GOAL	MEASURE	ACTION	LEAD
<b>4. Ensure there are experiences that appeal to diverse audiences, using fishing as a focal point</b>	4.1 The supply side is enhanced as the depth and breadth of fishing experiences and products in South Australia increases	4.1.1 An industry audit is undertaken to understand whether the current supply meets the current demand	SATC
		4.1.2 RecFish SA to share SATC tools and resources for those interested in becoming a tourism operator to their business membership <i>tourism.sa.gov.au &gt; Industry Resources and Tools</i> or <i>tourism.sa.gov.au &gt; Grants and Funding</i>	RecFish SA
		4.1.3 Continue to promote the opportunities Great Fishing Adventures of Australia offer to suitable operators	SATC and RecFish SA
<b>5. Continue to engage with fishing tourism operators to ensure industry development and support</b>	5.1 Recreational Fishing Tourism operators are aware of what support is available to them and how to engage with the SATC	5.1.1 Engage with the charter boat industry to improve experiences for international and interstate visitors	SATC
		5.1.2 Continue to engage with RecFish SA to advocate for the tourism aspects of recreational fishing	SATC



STRATEGIC PRIORITIES

COLLABORATION

GOAL	MEASURE	ACTION	LEAD
6. Foster collaboration between government and industry	6.1 Regional Tourism Organisations are connected with key recreational fishing stakeholders	6.1.1 SATC to encourage Regional Tourism Organisations to connect with charter boat operators and tackle shops in their regions	SATC
		6.1.2 RecFish SA encourages charter boat operators and tackle shops to engage with Regional Tourism Organisations in their regions	RecFish SA



Left Emu Bay Fishing Charters, Kangaroo Island

## STRATEGIC PRIORITIES

### INDUSTRY CAPABILITY

GOAL	MEASURE	ACTION	LEAD
<b>7. Work with industry to ensure operators have the skills and capabilities to deliver quality recreational fishing experiences that highlights the natural assets of South Australia</b>	7.1 Key knowledge gaps are identified	7.1.1 SATC to develop knowledge gap list based on consultation	SATC
	7.2 Increase the number of operators taking on tourism accreditations	7.2.1 TiCSA to promote their accreditations within fishing businesses	TiCSA and RecFish SA
	7.3 Training and development opportunities are made available	7.3.1 TiCSA to run one to two capacity building workshops that would benefit fishing businesses. This is to be promoted in collaboration with RecFish SA's database	TiCSA and RecFish SA
	7.4 Mentorship opportunities are offered to support capacity building	7.4.1 TiCSA to offer 2-3 business consultation sessions specific to fishing charters	SATC
<b>8. Work with industry to ensure operators are aware of and utilise the marketing opportunities offered by ATDW</b>	8.1 Industry operators become aware of and leverage the marketing opportunities that ATDW offers	8.1.1 Increase number of tackle shops signed up to ATDW 8.1.2 Ensure recreational fishing events are listed on ATDW to increase awareness across tourism platforms 8.1.3 Increase number of reservoirs that offer fishing listed in ATDW 8.1.4 Increase number of charter boat operators registered in ATDW	RecFish SA RecFish SA RecFish SA RecFish SA

## STRATEGIC PRIORITIES

### RECREATIONAL FISHING EVENTS

GOAL	MEASURE	ACTION	LEAD
<b>9. Facilitate the promotion of Recreational Fishing Tourism events that align with SATC's priorities</b>	9.1 Events are promoted through existing channels	9.1.1 Promote Recreational Fishing Tourism events through digital platforms	RecFish SA and SATC
		9.1.2 Ensure Recreational Fishing Tourism events are listed on ATDW	RecFish SA
		9.1.3 Ensure Recreational Fishing Tourism events are featured in relevant newsletters	RecFish SA

### PROMOTING THE VALUE OF RECREATIONAL FISHING TOURISM

GOAL	MEASURE	ACTION	LEAD
<b>10. Highlight the contribution of Recreational Fishing Tourism to the South Australian Visitor Economy</b>	10.1 A clear set of indicators that highlights the value of the industry is developed	10.1.1 Key measurements of Recreational Fishing Tourism, including expenditure and visitation, are developed based on NVS/IVS data	SATC
		10.1.2 Interstate and intrastate awareness of Recreational Fishing Tourism in South Australia is tracked	SATC
		10.1.3 Develop a case study to highlight Recreational Fishing Tourism in South Australia	SATC
		10.1.4 Data is used to advocate for the Recreational Fishing Tourism industry	RecFish SA and SATC







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## MEASURING SUCCESS

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METRIC	JUNE 2023	DECEMBER 2026	DECEMBER 2030
Visitor Expenditure	\$403M	\$423M	\$468M
Number of recreational fishing operators	12	20	40
Intrastate perceptions – fishing	55%	57%	59%
Interstate perceptions – fishing	20%	22%	24%
Proportion of visitors to South Australia that fish during their visit	3%	5%	>5%



Above

Whyalla Foreshore, Eyre Peninsula

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## METHODOLOGY

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This Strategy has been developed in partnership with RecFish SA. The Strategy provides a framework for the consolidation of Recreational Fishing Tourism as a key element of the South Australian Visitor Economy. It identifies key strategic actions to ensure a thriving Recreational Fishing Tourism industry.

Industry and public consultation was undertaken during the winter months of 2023 to ensure the document is developed with the needs of all South Australians at heart. Consultation involved:

- Meetings with government and industry stakeholders
- A public and industry survey
- An opportunity to submit written feedback to guide the development of the Strategy.

We thank the following stakeholders for their feedback provided through consultation meetings:

- Australian Fishing Trade Association
- Charter Boat Association of South Australia
- Department for Transport and Infrastructure
- Great Fishing Adventures of Australia
- Primary Industries and Regions South Australia
- SA Water
- Tourism Industry Council of South Australia

Additionally, a survey was open through yourSAy from 20 June to 27 July 2023. There was also an opportunity to provide written feedback to the SATC via email.









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RecFish SA

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# RECFISH SA