fishcare
v i c t o r i a

Strategic Plan 2022- 2025

VISION: An inclusive community of stewards supporting healthy and sustainable Victorian fisheries and ecosystems

MISSION: Shape the sustainable future of recreational fishing through education, hands-on experiences, communication and community participation

Education & Stewardship

Priorities

Encourage sustainable behaviours and attitudes that conserve and protect fishery resources and the environment.

Provide theory based and hands on recreational fishing & environmental education experiences.

Promote and capture volunteer knowledge in the development and delivery of programs

Measures

An empowered community of stewards supporting a sustainable fishing future

Skilled, environmentally conscious and responsible anglers & communities

Extensive volunteer driven knowledge bank

Participation & Collaboration

Priorities

Promote responsible recreational fishing as a socially beneficial and supportive mental health activity that is inclusive to people of all abilities and backgrounds.

Collaborate with partner organisations to deliver mutually beneficial outcomes.

Support, encourage & celebrate volunteer contribution and knowledge sharing.

Measures

Communities enjoying the health and wellbeing benefits of recreational fishing

Engaged, connected and supportive sector that delivers outcomes for the community and environment

Increased volunteers satisfaction and participation

Best Practice Governance & Innovation

Priorities

Provide a healthy, safe and prosperous operational environment that supports development opportunities for staff, volunteers and communities.

Continuously improve and deliver efficient organisational systems driven by innovative, transparent & evidence based decision making.

Monitor, evaluate & communicate performance to stakeholders and the wider community.

Measures

Staff and volunteers feel valued and supported

Fishcare has the capacity and ability to deliver results

Return on investment is demonstrated, communicated and valued by stakeholders