STRATEGIC PLAN – 2025 - 2028

Mission

Empower people of all ages and backgrounds to care for fisheries and the environment through education, participation, innovation and community stewardship.

Vision

A connected and inclusive community shaping the future of sustainable recreational fishing in Victoria.

Priority Area 1: Education & Programs

Deliver engaging, inclusive and practical education programs that inspire responsible fishing and environmental care.

Objectives	Key Actions	Milestones & Measures
Encourage participation & engagement in responsible fishing	Deliver state -wide fishing clinics and school -based programs - introduce themed events linking fishing and environmental awareness.	Deliver ≥250 responsible fishing events annually with ≥90% participant satisfaction. Maintain event calendar and feedback reports.
Expand youth initiatives	Establish Fishcare Youth volunteering opportunities for 13 – 17 year olds.	Deliver ≥10 youth events per year by 2028 - develop and distribute ≥3 new educational resources annually.
Deliver inclusive programs engaging disability & CALD communities	Partner with disability services and CALD networks - provide facilitator inclusion training.	Run ≥10 targeted inclusion events annually - increase participation numbers to 8000+ by 2028.
Balance theory with practical, hands - on experiences	Blend school activities with practical casting/fishing - link clinics with local fishing clubs.	80% of clinics include practical fishing
Connect education to environmental risks and fishing ethics	Integrate messages on plastic pollution, entanglement, and ethics - partner with conservation groups. (Tangaroa Blue and Seal the Loop)	Include environmental ethics in all sessions - deliver 1 state -wide campaign per year. Partner with waste reduction initiatives and deliver 5 partnership events each year

Priority Area 2: Volunteers & Community Partnerships

Build a strong, skilled and supported volunteer base and foster meaningful partnerships that amplify Fishcare's community reach.

Objectives	Key Actions	Milestones & Measures
Increase volunteer recruitment	Run annual volunteer campaigns - leverage community media and fishing clubs.	Grow active volunteer base by 50 by 2028 - recruit ≥10 new volunteers per region.
Provide structured onboarding, training & recognition	Implement online induction - conduct annual recognition events.	100% induction completion - ≥2 training events per region annually - volunteer retention ≥80%.
Promote social connection & wellbeing	Deliver wellbeing -oriented 'Fishing for Connection' programs - collect wellbeing data.	5 wellbeing programs per year - 85% report improved social connection.
Strengthen partnerships with councils, schools & agencies	Develop MOUs - participate in VFA events such as Vic Fish Kids and All Abilities.	Attend 8–14 VFA events annually - establish ≥3 new strategic partnerships by 2028.
Encourage co -design & knowledge -sharing	Host quarterly 'Fishcare Social Days' - create volunteer -led innovation team.	4 x annual events - 4 volunteer -led initiatives per year (combine with Youth engagement)

Priority Area 3: Operations & Engagement

Ensure Fishcare is a safe, efficient, and transparent organisation with sustainable funding, strong governance and proactive communication.

Objectives	Key Actions	Milestones & Measures
Increase funding diversification & financial sustainability	Pursue grants, sponsorships and fee -for -service models - improve financial tracking.	Secure 3 new funding sources by 2028 - maintain 3 months operating reserves - annual audits and reports submitted per milestones.
Maintain a safe, supportive culture	Provide wellbeing check -ins and PD opportunities - uphold OH&S standards. Develop and implement inclusivity training for staff and volunteers.	Zero serious incidents - ≥90% staff/volunteer satisfaction (survey). Inclusivity module included in inductions.
Strengthen systems and governance	Digitise reporting - conduct biannual governance audits.	Complete 2 governance audits per year and resolve 90% of issues within 6 months.
Enhance communications & branding	Implement communications strategy - publish quarterly RFL updates.	≥120 social posts/year - ≥6 media stories annually - 1 RFL article per quarter
Ensure transparency & compliance	Submit quarterly/annual reports and audits to VFA - conduct annual reviews.	All required reports submitted - annual RFL Trust Advisory presentation - 2 governance audits per year.