

Towards a Marketing Approach to Recreational Fisheries Management in British Columbia



Freshwater Fisheries
Society of BC

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www.gofishbc.com

Outline



- Freshwater Fisheries Society of BC
- Recreational Fishing
- Building angler participation through a marketing approach.

Freshwater Fisheries Society of BC (FFSBC)

- Innovative fisheries service delivery model: private, non-profit society (2003).
- Mandate: to enhance and conserve the province's fish resources for the benefit of the public.
- Services: stocking programs, development, promotion and marketing of sport fishing.
- Funding: Freshwater angling licence revenue



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FFSBC's Vision (2007):

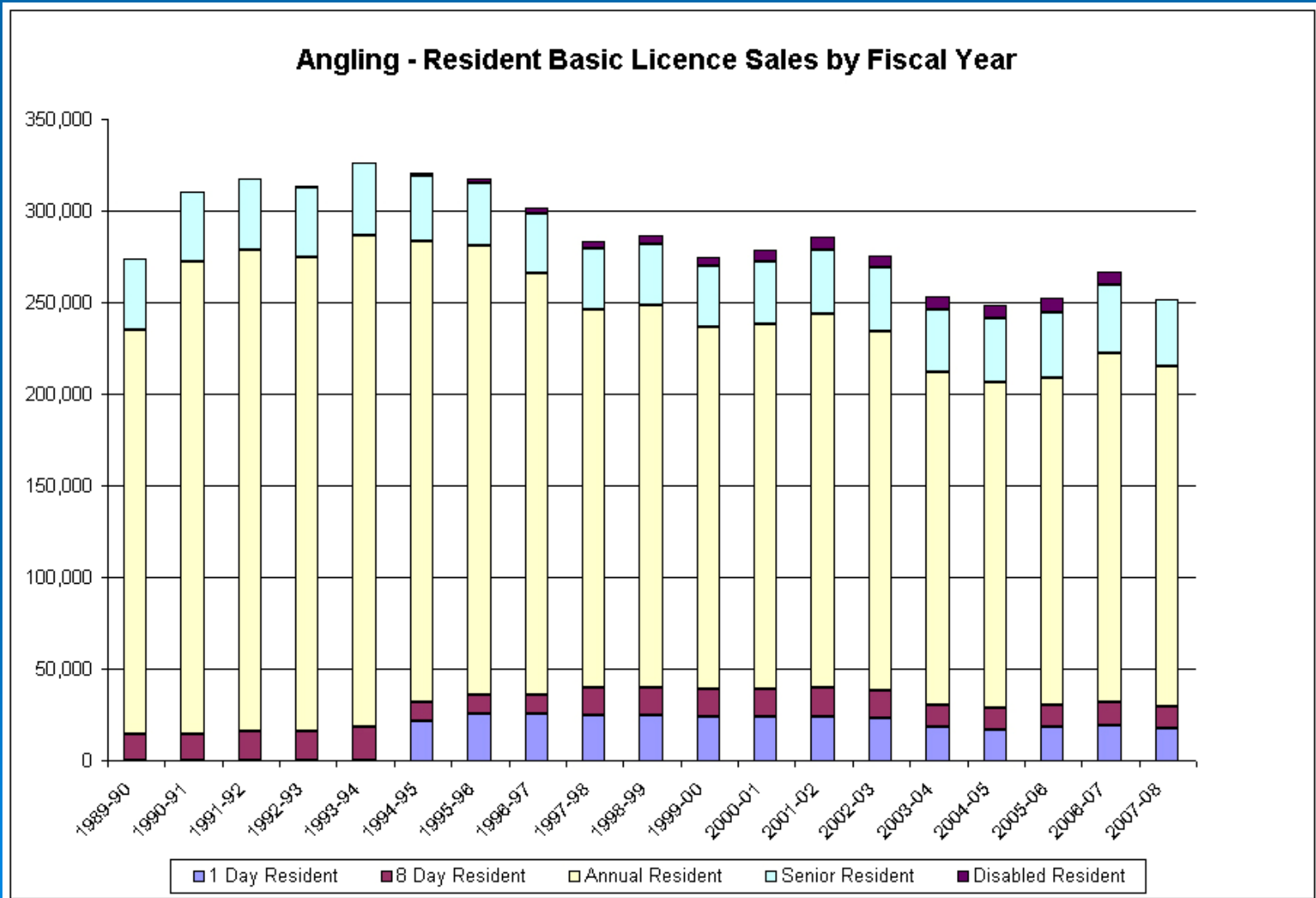
“The Best Freshwater Fisheries in North America”

Objectives:

- To steadily increase the number of anglers.
- To have thriving recreational fisheries in BC.
- To play a key role in conservation and restoration of BC's wild fish.



The Problem: Declining angler participation



Why The Problem Exists

Fishing has declined due to:

- Urban lifestyles;
- Competition;
- Fisheries management approach; and
- Public perceives fish stocks are in trouble.



What our research showed

- Virtually every other jurisdictions is in the same boat.
- About 50% of B.C. adults have fished in the past.
- But less than 15% participate annually.
- Reasons they don't participate include:
 - Time
 - Perceived lack of fishing close to home;
 - Regulations too complex;
 - Lack of information about fishing; and
 - Difficult to purchase a licence.

What We Are Doing to Address the Problem

- Joined forces with like-minded organizations:
 - Public
 - Non-profit
 - Private sector (e.g. SFI, BCFROA)
- Conducted research
 - Primary
 - Best practices in other jurisdictions
 - Angler focus groups, surveys
- Created an **angler market development plan**
 - Research, not opinion based
 - Guided by marketing professionals

The Angler Market Development Plan for BC

Goal: To increase angling activity by 30% - to 1990 levels.

Target Group: Lapsed and occasional resident anglers.

Strategies:

1. Remove administrative barriers;
2. Remove physical barriers;
3. Raise profile of angling; and
4. Provide anglers with needed information.



Removing Administrative Barriers



Your next great B.C. fishing adventure is just a click away

With our new e-Licensing system, getting your basic freshwater licence, classified waters licence or conservation surcharge stamp has never been easier or more convenient. You can buy a licence at your favourite tackle shop or visit www.fishing.gov.bc.ca/ to buy one on-line, anytime, day or night. So get your licence and Go fish BC!

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 BRITISH COLUMBIA
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 Ministry of Environment
www.fishing.gov.bc.ca

- Internet based licensing system.
- Regulation simplification.
- User-friendly synopsis.
- New licence products.

Removing Physical Barriers

Pilot projects:

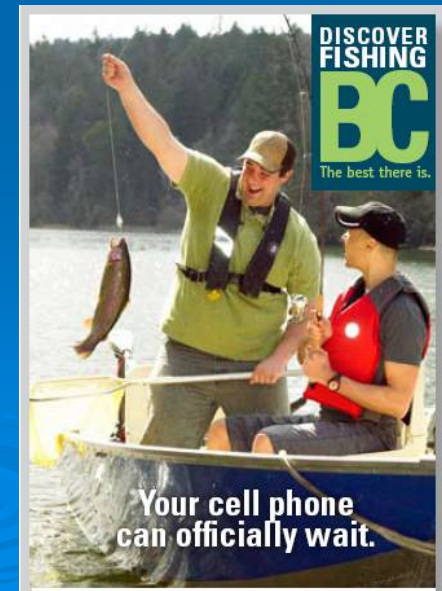
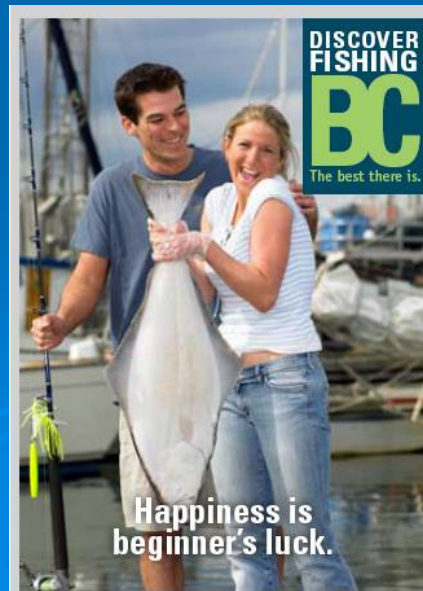
- Fishing docks and piers developed in 6 communities;
- Kids Fishing Ponds in 3 communities; and
- Community fisheries – “Fishing the City” - enhanced stocking combined with angler facilities.

fishing
in the
City



Raising the Profile of Angling

- Promote: www.discoverfishingbc.ca - BC's "portal" website.
- Provide public information on how, where and when to fish.
- Provide "Learn to Fish" programs for kids and parents.
- Fishing signage.
- Multi-media campaign – angling is fun, positive, healthy



Providing Anglers with Information

- Learn to fish “how to” guides.
- “Where to fish” guides for each region.
- Fishery signage.
- User-friendly regulations synopsis
- Internet:
 - www.discoverfishingbc.ca; and
 - www.gofishbc.com.
- Media releases “good news stories.”

Learn to Fish Program Summary to Date

Program Numbers:

Year	Youth	Adult	Total
2006	4,948	2,170	7,118
2007	6,520	3,625	10,145
2008	7,167	4,071	11,238
TOTAL	18,635	9,866	28,501



L2F at Tye Spits in Campbell River (July 19th, 2008)

L2F Evaluation Highlights

- 55% of children participants had never fished before the L2F program.
- 53% of children participants have been fishing since the L2F program
- 12% of individual adult participants purchased a fishing license after attending the L2F program
- Among those who had not been fishing before taking the L2F program in 2006, 40% had been fishing in each of the two years following

Are we having success?

- The partnership between non-profits, government and business associations is working well.
- Political support is building.
- Pilot projects to improve angler access and create community fisheries are very popular – demand for more.
- **30,000 kids** have attended Learn to Fish programs
- To end of September F/W resident sales up 8%?



Thank You! - Questions?



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