



Freshwater Fisheries Society of BC

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Fishing for the Future



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Freshwater Fisheries Society of BC



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FFSBC Vision

"The Best Freshwater Fisheries in North America"

Strategic 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.



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Building a Future for Fishing

For Children and Families:

- Learn to Fish Program

For Lapsed, New Anglers:

- Fishing in the City Program

For Avid Anglers:

- Fishing Buddies Program

For All:

- Improving general angler success
 - Stocking
 - Regulations



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Learn to Fish Program



Children are the future of angling!

Goal: introduce youth & families to sport fishing

Method: 3-4 hour structured program:
conservation, ethics, gear, fishing!

Results:

- 70,000 participants over the past 5 years.
- 55% of participants had never fished before
- 53% of child participants have fished since
- 12% of adult participants purchase a fishing licence after attending the L2F program



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Fishing in the City Program

Goal: Create easily accessible fisheries for urban residents.

Target: Lapsed, occasional and new anglers.

Methods:

- Urban lakes
- Enhance stocking programs
- Improve angler access/infrastructure.
- Promote: internet, signage at lakes, word of mouth.
- Ambassadors collect data, address concerns create positive image for program



Fishing in the City Program

Results:

- Fishing effort has increased up to 300% in test lakes.
- 50% of anglers are “new”, “lapsed” or “occasional” anglers
- Majority travel less than 20 minutes from their home
- 85% of urban anglers cite recreation as their motivation to fish. Less than 5% cite food.



Fishing in the City Program

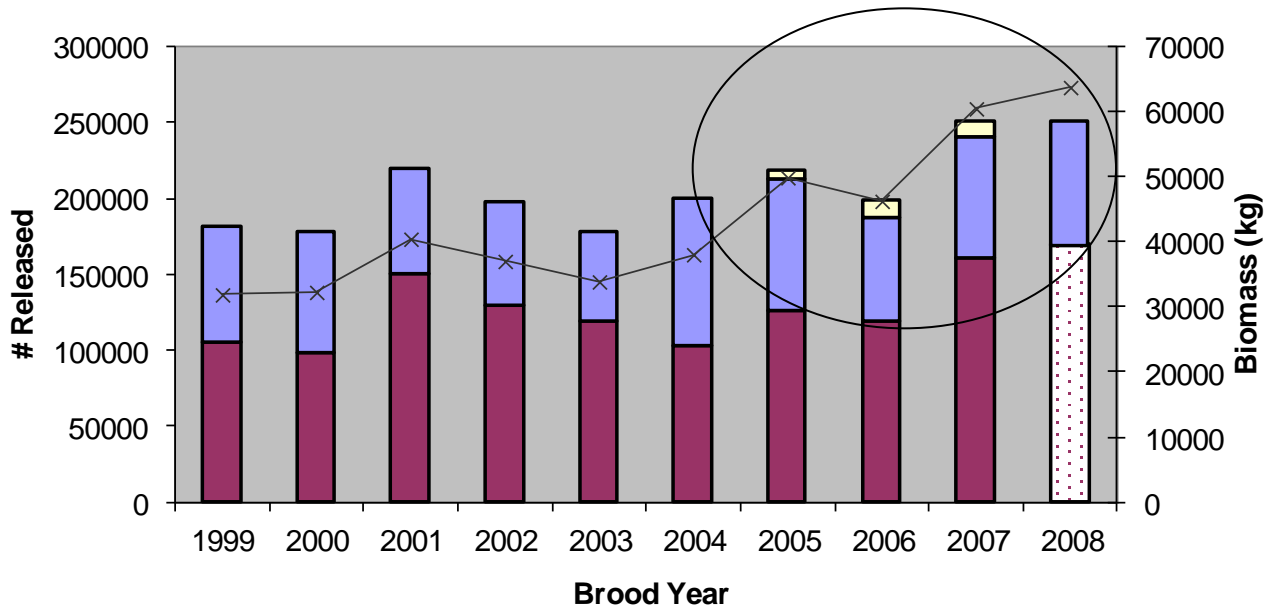
Results cont'd:

- Immigrants prominent → 40% of anglers not born in Canada
- 20,000 licenced anglers fished the 4 pilot lakes (summer 2009)



Urban Lakes Stocking

Fraser Valley 3N Rainbow Trout
(estimate for 2009 Spring Releases*)





Fishing Buddies Program

- Modelled on the RBFF Angler Legacy Program
- Experienced anglers encouraged to introduce someone to fishing
- Self-directed: just a personal commitment





Fishing Buddies Program

Methods:

- Promotion via; signage; tackle shops; contests; tradeshow; media
- www.gofishbc.com, FFSSBC e-newsletter
- Click per acquisition

Results:

- Year one: Over 850 fishing buddies!
- Year two: Over 13,500 fishing buddies.

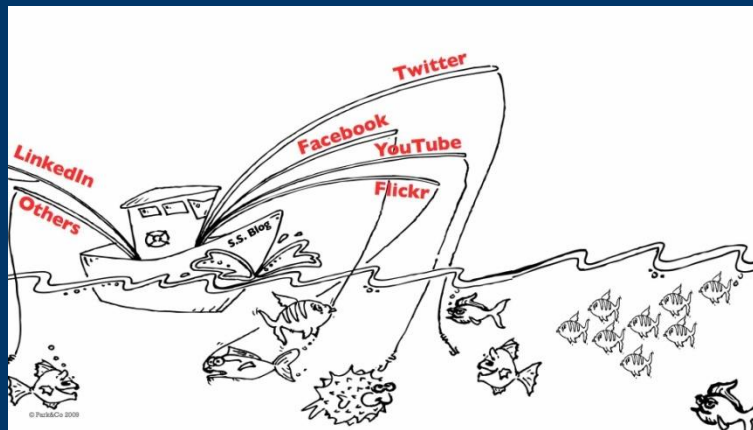


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Fishing for the Future

- Social media: Facebook, Twitter, Youtube: FFSSBC Channel



Also

- Learn to Fish Ponds in 3 locations
- Fishing docks and piers
- Partnerships with related sectors – RV and Camping, BC Parks, Print and TV productions.



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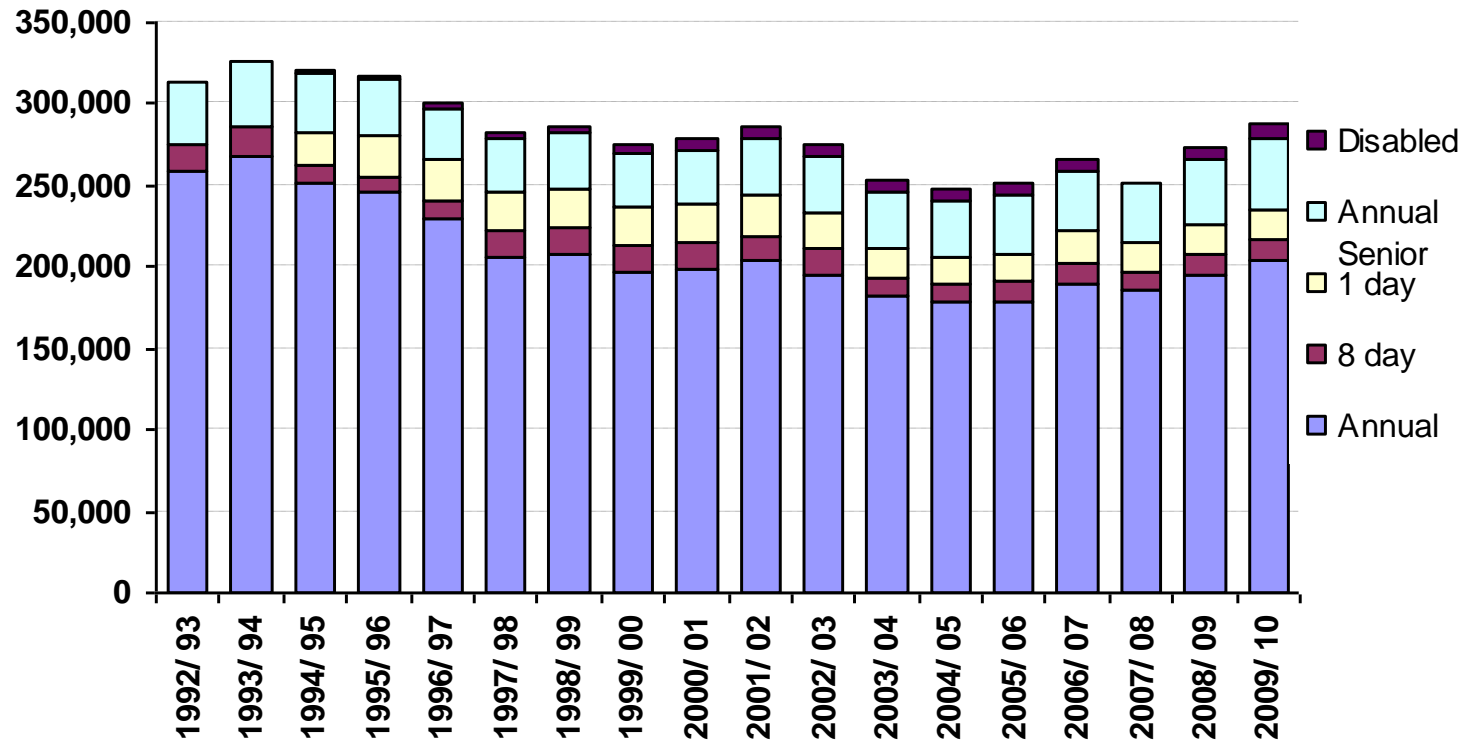
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Fishing for the Future -2012/13

- Expanding Learn to Fish
 - S. Vanc. Island, Roving Interior group
- Expanding Fishing in The City
 - 2 Urban Lakes to meet demand
- Placing Docks In 3 New Locations
 - Kamloops, Penticton, Williams Lake
- Building 2 new Urban Fishing Ponds
 - Kamloops and Penticton
- New Website

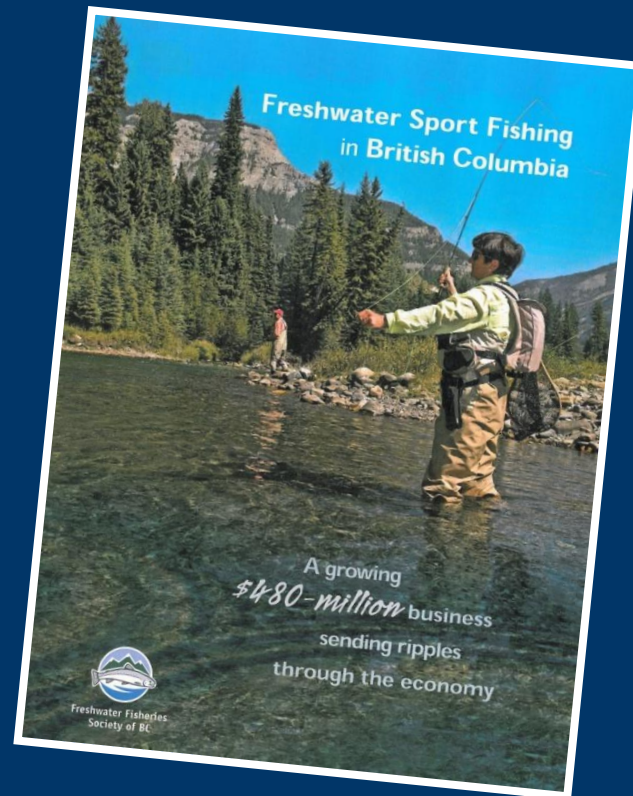


Are we making a difference?



The Value of Freshwater Sport Fishing

- Angling licenses purchased: 250,000 residents
70,000 non-residents
- Angler Expenditures: \$500 million CAN
 - 1,000 businesses
 - 7,000 jobs
- Fish caught: 9.4 million
- Fish retained: 2.5 million



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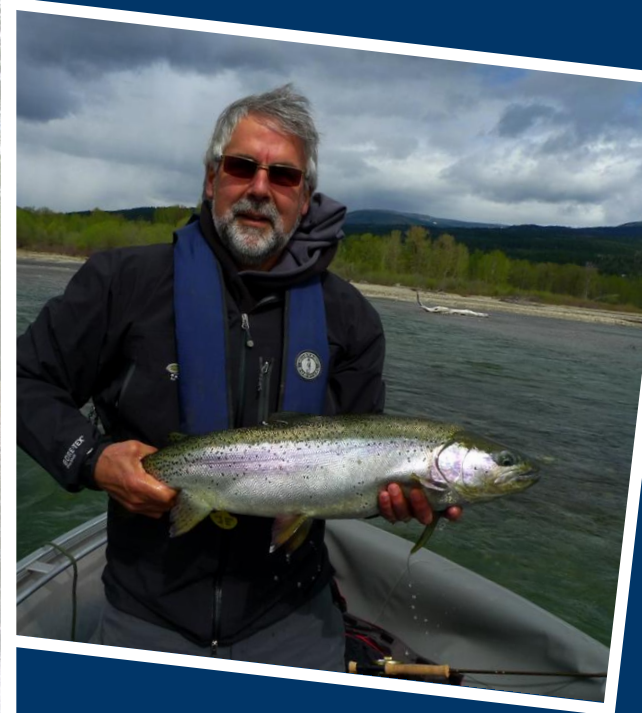
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Fishing for the Future – the bigger picture....

- How will sport fishing management services be delivered in the future?
 - Shrinking government capacity and resources
 - Alternative delivery models/dedicated licence fees?
 - Influence political priorities – Economic report based on 2010 data urgent!
- How will we effectively promote sport fishing to British Columbians and visitors?
 - Sector-wide marketing/communication program?
 - Need to understand angler demographics, trends, preferences.



Thank you.



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FFSBC Organizational Structure

