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AUSTRALIA**



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MEDIA Release

NEAT idea for fishing tournaments – a world first.

“Anyone who is associated with running a fishing tournament knows no matter how much time and effort is put in, there are always those little pitfalls and obstacles which seem to pop up along the way.” John Harrison, CEO Recfish Australia said today.

“One recent trend worthy of note is the ever increasing attention focussing on fishing tournaments from governments, greenies, animal welfare activists and the media. In order to provide tournament organisers with a tool to combat potential negative outcomes for the industry because of this trend, Recfish Australia are in the process of finalising a worlds first in tournament fishing - a national standard which provides tournament organisers around the country with the opportunity to obtain an independent assessment of whether their event is environmentally sound, and socially and economically beneficial.”

NEATFish is the very apt acronym describing the scheme, which is otherwise known as the Standard for National Environmental Assessment of Tournament Fishing.

“The NEATFish standard is a user friendly document which contains questionnaires and uses a simple 1-5 star rating designed to provide tournament organisers with an objective assessment of how well their tournament meets certain environmental, social and economic criteria.”

The standard was developed with funding from the Australian Government’s Fisheries Research Development Corporation after a comprehensive consultation process with key stakeholders in the recreational fishing industry, including State peak bodies, national fishing organisations, organisers of a number of Australia’s top fishing tournaments, sponsors, recreational fishers, insurance agencies and certification bodies.

Anyone can download the standard and the scoring sheet for free from the Recfish website www.recfish.com.au. After going through the self assessment process and obtaining your

tournaments rating, official recognition of the rating can be obtained by sending or emailing the completed scoring sheet back to Recfish (ceo@recfish.com.au), who will then issue a certificate of recognition. Obtaining official recognition under the standard will involve a fee to cover administrative costs. However as an introductory offer until February 28, 2008, Recfish will provide official certificates of recognition valid for one year FREE OF CHARGE.

“Tournament organisers are encouraged to take advantage of this offer to see how their event rates against the national standard. “

“Tournaments which score well using the NEATFish rating system can look forward to improved relations with government, environmental groups and liability insurers, and increased support from sponsors” Harrison concluded.

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