



**NEW SOUTH
WALES**

ROCK FISHING PROJECT REPORT 2023

SURF LIFE SAVING NEW SOUTH WALES



"I just feel more confident, if I do fall in I know not to panic. I learnt about rips, currents, tides and what to do if I get caught in one or fall in. It was a holistic learning experience, not just fishing, but techniques on life saving and how to stay alive, how to read the conditions etc. I loved this course and recommend it to everyone I meet. Thank you."

Little Bay Participant





KEY PROJECT STATS



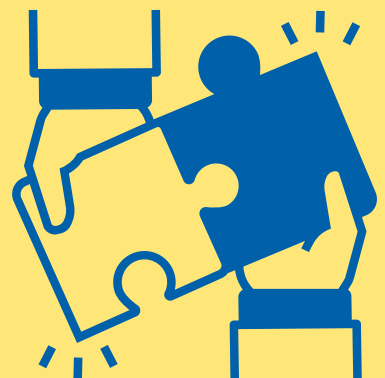
1,080

lifejackets were
provided into
community



3,737

people were
educated in rock
fishing safety



45

organisations and
community groups
collaborated to deliver
this project



18,300

people are estimated to be
reached with rock fishing safety
messaging as a result of this
project



95%

of people attending coastal
safety sessions identified that
they learnt something new about
rock fishing safety

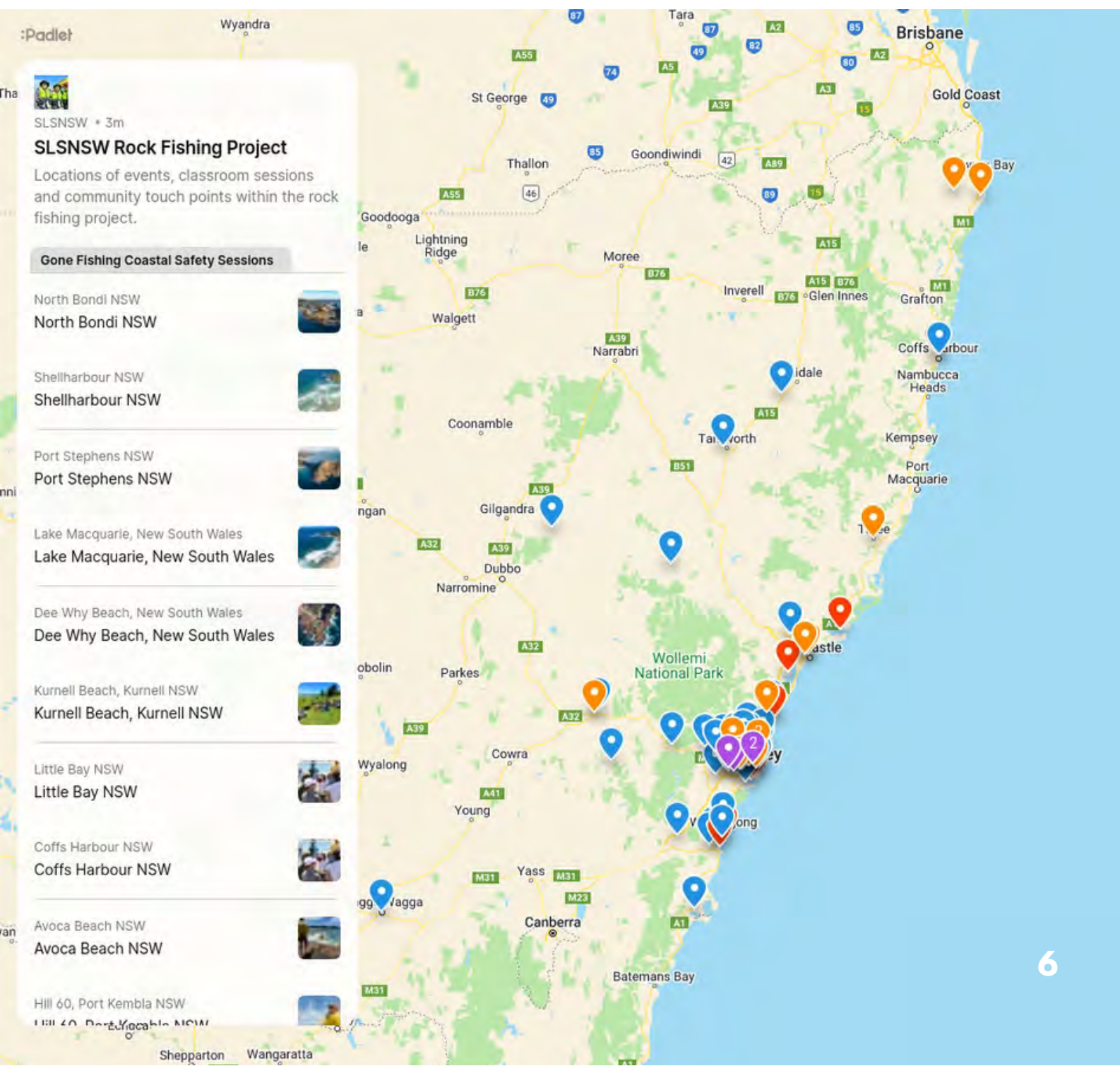


MAP OF ACTIVITIES

Activities were run across 65 locations in NSW with a central focus of sessions in the Greater Sydney, Illawarra and Central Coast area.



[View the
interactive
map.](#)





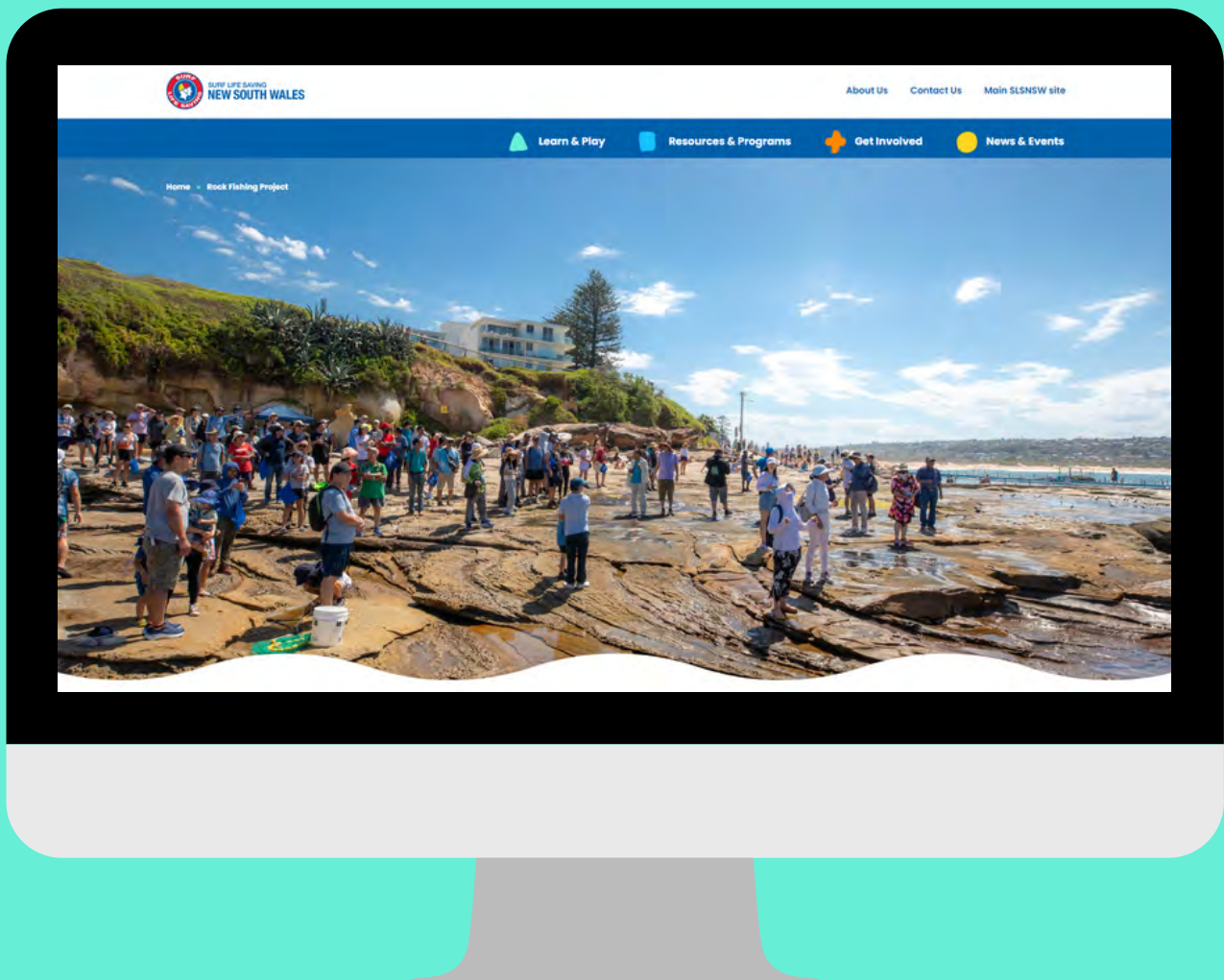
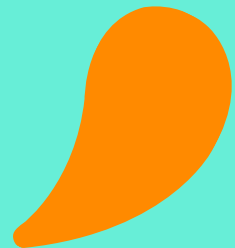
VIEW MORE ONLINE

Access all project media and resources highlighted in this report and view more videos and images online via the beachsafetyhub.org.au

beachsafetyhub.org.au/rock-fishing-project



Coastal safety session videos, photos, multilingual lifejacket videos, site specific hazard videos and information, fact sheets and more.



CONTENTS

INTRODUCTION & OVERVIEW p12

PROJECT BACKGROUND p14

Identified issues & gaps p16

Research analysis p18

KEY PROJECT OUTPUTS p22

MEDIUM TERM CHANGES p24

COASTAL SAFETY SESSIONS p26

Introduction & overview p26

Community Ambassadors p27

Morning workshops p28

Observational sessions p30

Lifejacket overview p32

Pre-event survey p34

Post-event survey p38

Follow-up survey p44

Avoca p53

Port Kembla p57

Coffs Harbour p61

Little Bay p65

Kurnell p69

Dee Why p73

Lake Macquarie p77

Port Stephens p81

Shellharbour p85

North Bondi p89

CONTENTS

Coastal safety session
stakeholder feedback **p91**

In-community rock
fishing sessions **p93**

EARLY CHILDHOOD CLASSROOM SESSIONS **p94**

ADULT EDUCATION CLASSROOM SESSIONS **p96**

MEDIA & RESOURCES **p99**

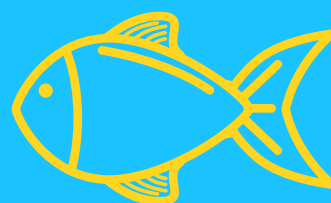
SOCIAL MEDIA & PROMOTION **p103**

LEARNINGS & RECOMMENDATIONS **p110**

**ROCK FISHING SAFETY CAMPAIGN & FUTURE
DIRECTIONS** **p113**

**ROCK FISHING DROWNING PREVENTION
NIGHT** **p115**

ACKNOWLEDGEMENTS **p116**





INTRODUCTION & OVERVIEW

In 2021 and following a number of consecutive rock fisher drownings, Surf Life Saving NSW (SLSNSW), applied for and successfully received a grant of \$204,000 from the Recreational Fisheries Trust.

A Rock Fishing Safety & Skills program, contributing to reducing rock fishing fatalities in NSW

Delivering targeted rock fishing safety education through the provision of 1,000 lifejackets, rock fishing safety workshops, classroom-based education, family targeted school programs, multilingual rock fishing safety resources and newly developed media targeted at at-risk communities.

PROJECT OUTCOMES



Increase in reach of rock fishing safety messages across at-risk communities.



Increase in the wearing of appropriate lifejackets within at-risk communities.



Increase in rock fishing safety practices among at-risk communities.



Decrease in rock fishing related drownings and incidents.


Our strategy within this project involved a multifaceted, comprehensive, and targeted approach to rock fishing safety education aligned with available data, community feedback and our previous experience with the provision of similar programs to multicultural communities. One of the key focus areas of this project was the provision of lifejackets to at risk communities and along with this, vital education around the use and maintenance of lifejackets.

**COLLABORATIVE COMPREHENSIVE MULTI-FACETED
TARGETED RESPONSIVE COMMUNITY-FOCUSED**

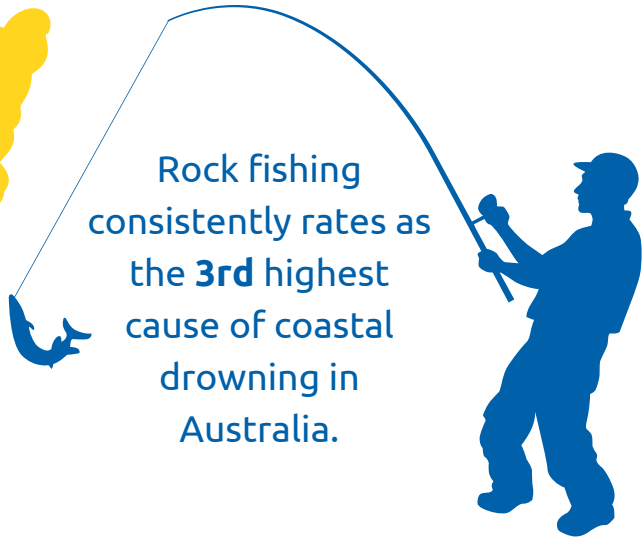


PROJECT BACKGROUND

*The below data has been taken from NSW Rock Fishing Related Fatalities, 2004-2020 Review, Snapshot of 2020-2021, Surf Life Saving Australia.



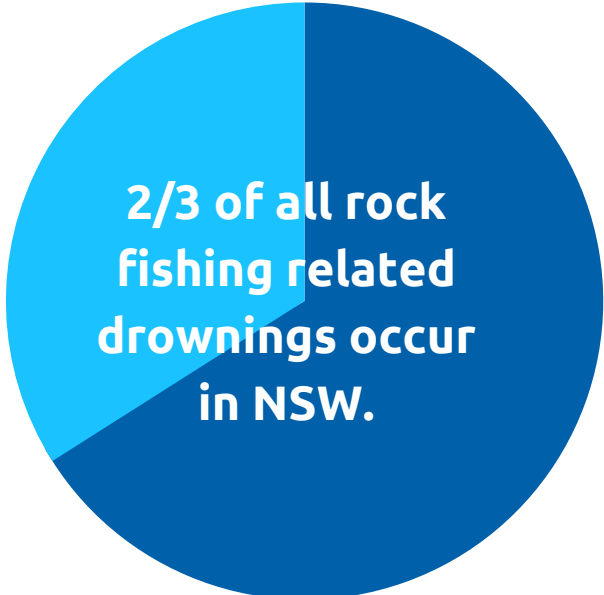
In the period of 2004-2020, 201 rock fishing related drowning deaths occurred across Australia, **128** of which have occurred in NSW.



Rock fishing consistently rates as the **3rd** highest cause of coastal drowning in Australia.



1/3 of rock fishers in Australia live in NSW.



2/3 of all rock fishing related drownings occur in NSW.



1 MILLION
people in Australia are estimated to take part in rock fishing.

21%

of rock fishers wear a lifejacket every time they go rock fishing.

Most rock fishing fatalities are males of Korean, Australian, Chinese, and Vietnamese descent.





IDENTIFIED ISSUES & GAPS

PROBLEMS & ISSUES BEING ADDRESSED

- ✓ Ongoing and increasing numbers of rock fishing drownings and non-fatal incidents along the coastline and within identified hazardous coastal fishing zones.
- ✓ Ongoing concerns around the lack of rock fishers wearing lifejackets or appropriately fitted lifejackets.
- ✓ Ongoing concerns around the lack of education and awareness around lifejackets, their use and maintenance.
- ✓ Ongoing concerns around the inability of certain at-risk community members to obtain adequate and correct safety equipment given the increased likelihood of socio-economic challenges within these new migrant and refugee communities.

GAPS BEING ADDRESSED

- ✓ Lack of rock fishing safety programs targeted to and available for at-risk multicultural communities.
- ✓ Lack of lifejacket education programs and initiatives, specifically developed for at-risk multicultural communities.
- ✓ Lack of lifejacket and rock fishing education resources and media that is specifically developed for at-risk multicultural communities that is meaningful, relevant, and responsive to the needs of diverse communities.

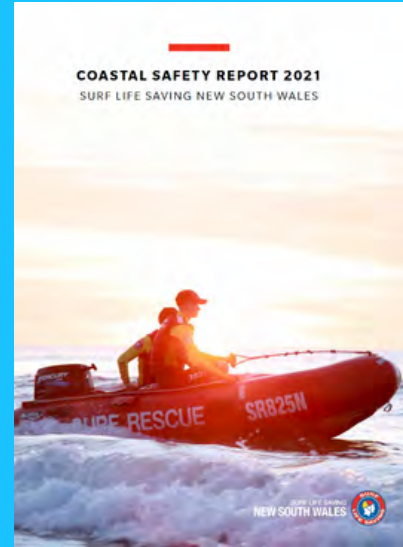




RESEARCH ANALYSIS

ROCK FISHING DROWNINGS

Data and research was utilised from multiple sources in the development of the project's underlying strategy. The following is a selection of key data and key resources utilised.



Information on current, past and existing campaigns, programs and resources delivered by other organisations was also viewed and analysed, including a review of their associated sites. These included the Department of Primary Industries (DPI) and the Safe Fishing website from the Recreational Fisheries Alliance.

FOCUS GROUPS

A series of focus groups were run within multicultural community groups, with the support of in-language translators, to identify general community awareness around rock fishing safety. The following outlines key findings.

75%

of those who had been fishing did not wear a lifejacket and did not see this as risky behaviour.

60%

were not aware of the risks associated with rock fishing and were not able to identify at least 2 common risks.

70%

indicated that they would be interested in receiving education around the risks associated with rock fishing.



Australian Water Safety Strategy 2030

Fishing and rock fishing is outlined as a key focus under Priority Area 8 and outlines fishing from rocks as being the greatest risk, with 71% of fishing related drownings occurring off coastal rocks. The strategy also identifies 94% of drowning victims as males and within the key age groups of 25-34 and 60-69 years of age.

The Australian Water Safety Strategy 2030, outlines key activity recommendations to be undertaken from 2021-2025 towards increased education and awareness and decreased drownings. The following recommendations have been embedded within the rock fishing project strategy.



Conduct behavioural research to understand risk perception and decision-making.



Evaluate current safe fishing education programs and initiatives.



Review current safe fishing practices, campaigns, equipment and programs.



Promote lifejacket safety awareness and consistency across National, State and Territory and local levels.



Raise awareness of safe fishing practices through multiple channels.



Advocate safe fishing plans at blackspot locations with community and Government.



Strengthen collaboration across National, State and Territory and local fishing stakeholders.

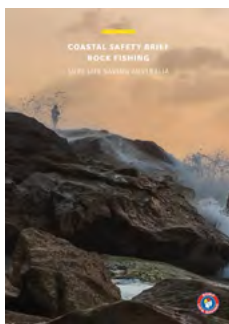


Establish partnerships with peak fishing bodies to increase community-led risk management and engagement.



Develop and implement safe fishing initiatives and programs to promote safe practices.

EDUCATION POLICY KNOWLEDGE
RESEARCH ADVOCACY BEHAVIOUR
COLLABORATION AWARENESS



COASTAL SAFETY BRIEF, ROCK FISHING SURF LIFE SAVING AUSTRALIA

This report reviews and conducts research and analysis on rock fishing related drownings from 2004-2019. The report outlines key findings along with recommendations for future engagement and initiatives.

<https://bit.ly/SLSAReport> 

All 7 NSW black spot locations were included as key target areas for coastal safety sessions.

RANDWICK SUTHERLAND SHIRE
CENTRAL COAST Waverley
WOLLONGONG LAKE MACQUARIE
NORTHERN BEACHES

51% of rock fishing fatalities were of individuals living more than 50km's from the incident location.

Promotion of educational sessions was targeted at geographical areas and demographics known to be frequenting each location and this was highly inclusive of inland areas such as Western and South-Western Sydney.

83% of rock fishing fatalities were known to NOT be wearing a lifejacket. This may be much higher with 13% unknown.

The provision of lifejackets and lifejacket education became a central focus of the project ensuring that the vital message of "Always wear a lifejacket" was promoted across all safety sessions.

65% of those who drowned while rock fishing had been fishing with friends or family at the time of the incident.

The project takes a "whole of family" approach to education allowing families and friend groups to learn together. Coastal safety sessions were also created as family friendly events ensuring a supported approach to learning and skill development.

71% of rock fishing fatalities had been washed off rocks by waves.

Practical knowledge development played an integral part in the project, involving communities in hazard awareness sessions and the development of observational learning sessions to understand conditions and hazards at specific locations.

53% of rock fishing fatalities were Asian born.

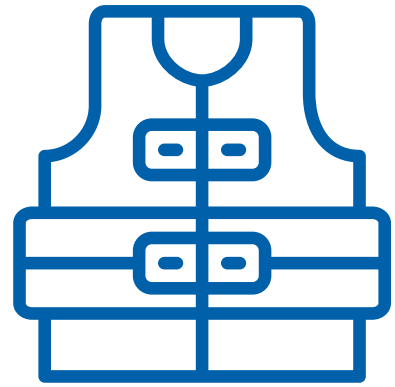
The project ensured a strong promotional presence across communities demographically high in Asian born residents and migrants. It was co-designed and promoted in collaboration with relevant Asian multicultural community groups in promoting sessions and messages into community and in-language.



KEY PROJECT OUTPUTS

As part of this project, seven tangible outputs were identified to be delivered.

Each output was successfully reached or exceeded. The below highlights high level data against each deliverable.



1,080

Lifejackets &
lifejacket education



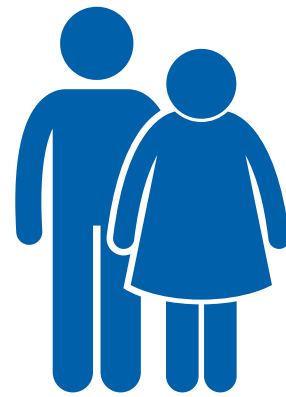
10

Coastal safety
sessions



55

Early childhood
sessions



18

Adult classroom
sessions



5

Lifejacket safety
videos



10

Rock fishing safety
fact sheets



10

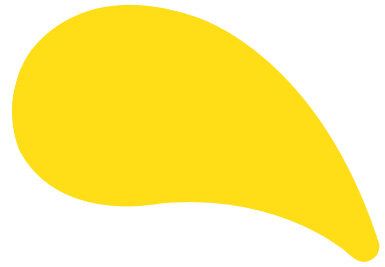
Rock fishing safety
videos

"I have made a lot of changes since attending the Gone Fishing session. I never used to wear a life jacket due to not having any clue of the risks that could happen at any time while rock fishing. It's easy to think you're always going to be okay, but I never thought about the possibility that something may happen and I could either fall in, fall over and knock my head or something worse. Now anytime I go rock fishing I have a full list set out that I follow religiously, such as packing my portable EPIRB, that is always kept in my life jacket, obviously my life jacket is packed. My rock cleats, a high vis t-Shirt, and I always make sure to go with a friend. I do extensive research on my day and how the weather is looking, usually I won't fish in anything over 1.2m swell and low wind. Without the gone fishing day, I could well have had an accident while fishing and I wouldn't have had any clue what to do. These days are a big help for rock fishermen in NSW, because most don't realise the dangers until it's too late. I can't imagine how many lives these days have saved or helped, but I'm very thankful they've been created."

Avoca Participant



MEDIUM TERM CHANGES



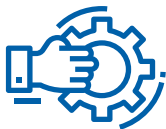
KNOWLEDGE

Increase in community knowledge around rock fishing safety through the dissemination of information and messaging.



AWARENESS

Increase in awareness of how to stay safe while rock fishing, where to acquire more information and who can assist in providing information and assistance.



BEHAVIOUR

Increased safe fishing practices within at-risk rock fishing community groups with a key focus on the number of individuals wearing appropriate, fitted and secured lifejackets.

Data, survey responses and anecdotal evidence, as identified in this report, clearly highlights that this project has significantly increased rock fishing safety knowledge, awareness and positive behaviours. The following key statistics taken from post event and follow up surveys from coastal safety session participants are an example of the success against the above anticipated medium term changes.



95%

of coastal safety session participants identified that they had learnt something new about rock fishing safety.



94%

of coastal safety session participants identified that they were more confident in how to stay safe while rock fishing since attending the session.



98%

of coastal safety session participants in the follow up survey indicated that they had worn their new lifejacket while rock fishing.

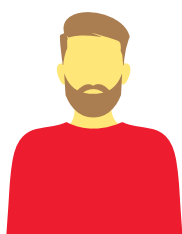


COASTAL SAFETY SESSIONS

OVERVIEW & ANALYSIS

The coastal safety sessions formed one of the key components of the project. These whole day sessions were run on the coast at high-risk rock fishing locations. In these sessions, participants attended workshops and practical observation sessions before being fitted with a lifejacket at the end of the day.

Number of participants and number of lifejackets handed out at each session.



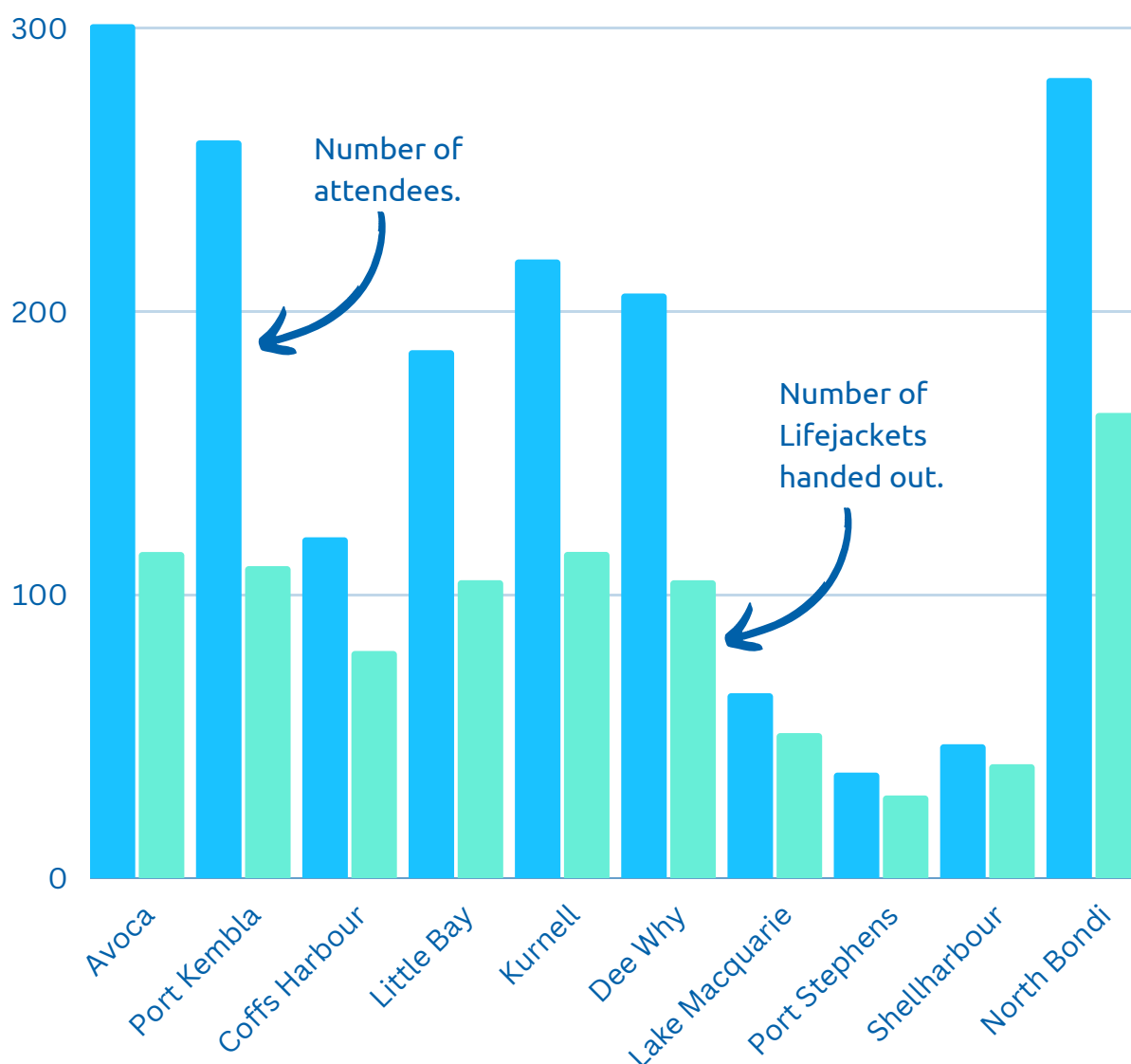
1,722

people attended the coastal rock fishing safety sessions.



914

lifejackets were handed out across the coastal rock fishing safety sessions.



COASTAL SAFETY SESSIONS

COMMUNITY AMBASSADORS



Spyros Vassiliades from the Australian Land Based Anglers Association was one of our key rock fishing experts who joined us in the early planning stages of the project and programs. Spyros ran the “Understanding the conditions” workshops at each of the coastal safety sessions and was one of the most highly rated workshops of the program in post session surveys by participants. Spyros brought a wealth of knowledge to these sessions and provided detailed lessons on conditions, even receiving positive comments from participants who identified themselves as long time rock fishermen.



We engaged **Hadi (Rahadian Thahar)** from a popular YouTube channel known as Team Kingies after seeing his videos posted on rock fishing safety and his own account of being washed up on the rocks. Hadi not only brought with him rock fishing experience and support in promoting our sessions to his communities but being an Indonesian Muslim man also brought a wealth of knowledge with him in understanding and connecting to similar and like-minded communities in attendance at events.



Amr Sheiba, who is both an avid and long time rock fisher both in Australia and in his home country, was brought on after sharing his story and learnings with communities of being washed up on the rocks. Amr is also a AMEP/SSE Support Officer at TAFE NSW and he brought a great wealth of knowledge of not just rock fishing and rock fishing safety but of multicultural, refugee and new migrant communities, experiences and learning methods.

The above individuals who presented workshops alongside DPI, Maritime NSW, and Marine Rescue, created a series of sessions that allowed attending diverse communities to connect on different levels and learn from both professional organisations and local rock fishers.

COASTAL SAFETY SESSIONS

MORNING WORKSHOPS

The first half of each Gone Fishing day was comprised of a series of 30 minute workshops. All participants were expected to attend each workshop, and movement from one to the other was co-ordinated by event staff across the morning. A series of 4 or 5 workshops was run on each day dependent on participant numbers.



SAFETY GEAR WITH DPI

The Department of Primary Industries (DPI) brought their extensive knowledge and experience within the rock fishing education space to educate participants on safe fishing practices, appropriate clothing and preparation.

LIFEJACKET SESSION WITH MARITIME NSW

Transport for NSW, Maritime department, expanded participants knowledge in safety gear, with a particular focus on the variety of lifejackets available and their specific uses and requirements.



FISHING SKILLS SESSION WITH HADI & AMR

Discussing rock fishing skills and safety. Sharing of real stories and experiences fishing in local fishing spots.

UNDERSTANDING THE CONDITIONS WITH SPYROS

Detailed overview and demonstration on reading and observing the tide, swell, wind and waves.

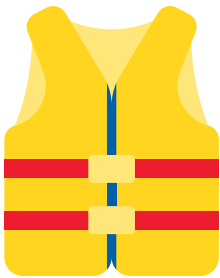




COASTAL SAFETY SESSIONS

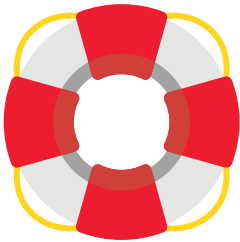
OBSERVATIONAL SESSIONS

The second half of the day incorporated observational sessions in which participants could reinforce their learning through real life scenarios and demonstrations. In these sessions, participants were taken onto rock platforms or to locations from which rock platforms were visible in order to secure a view onto the water.



Lifejacket demonstration

In these sessions, participants observed trained personnel falling into the water wearing various lifejackets to showcase how a properly fitted and secured lifejacket works and to show how an unsecured lifejacket and an oversized lifejacket can easily fall off and as such be useless.



Rescue & exit demonstration

In these sessions, participants observed correct rescue and exit techniques. Trained personnel demonstrated falling in the water, swimming away from the rocks, floating and correct exit techniques (where applicable). Lifesavers and lifeguards were also involved to demonstrate rescue craft, equipment and techniques.



Platform & headland hazard tour

In these sessions, participants were taken on a walking tour of the platform and headland, to highlight key hazard information and to outline equipment, such as ERB's and rescue devices, available in the area.



"I am really grateful for the life jacket because normally I would not be able to afford it. I have been going without it due to finances. Now I go rock fishing and feel extra conscious of safety as I now am equipped with the knowledge and safety gear that I have been provided."

Kurnell Participant



LIFEJACKET OVERVIEW

A key part of the project involved the provision of 1,000 lifejackets into community. In deciding on an appropriate lifejacket, it was vital that it met Australian safety standards for rock fishing and also that it was a lifejacket that would entice rock fishers to engage in community rock fishing safety sessions.

Provided lifejackets were the Hobie RS3 L50 PFD. Certified to Australian Standard AS4758. Foam/air buoyancy rated 60N.

Other features.

- Large open arm holes (extra comfort and swimming ability)
- Soft padded collar
- Zippered storage with mesh pockets
- Heavy duty large plastic zipper
- 25mm buckles (creates less water drag)
- Lower front comfort hinges
- Secured emergency whistle
- Reflective shoulders
- Rear water bladder pocket
- Mobile phone pocket
- Crutch strap (internally stored)
- LED Solas lifejacket light ready
- Extra D rings
- Adjustable straps
- High quality PVC foam liner



Certified and approved for rock fishing in Australia, the jacket has been constructed with a high-quality PVC foam liner with adjustable straps including crotch strap, reflecting panels on front shoulders, safety whistle, rear water bladder pocket, and complies to Australian standard AS4758.

The lifejacket was primarily provided in high-vis **YELLOW** (being the most visible colour in rescue and emergency situations) with a small number of bright red due to low yellow stock availability early on. No Blue lifejackets were handed out.

THE FLAGS

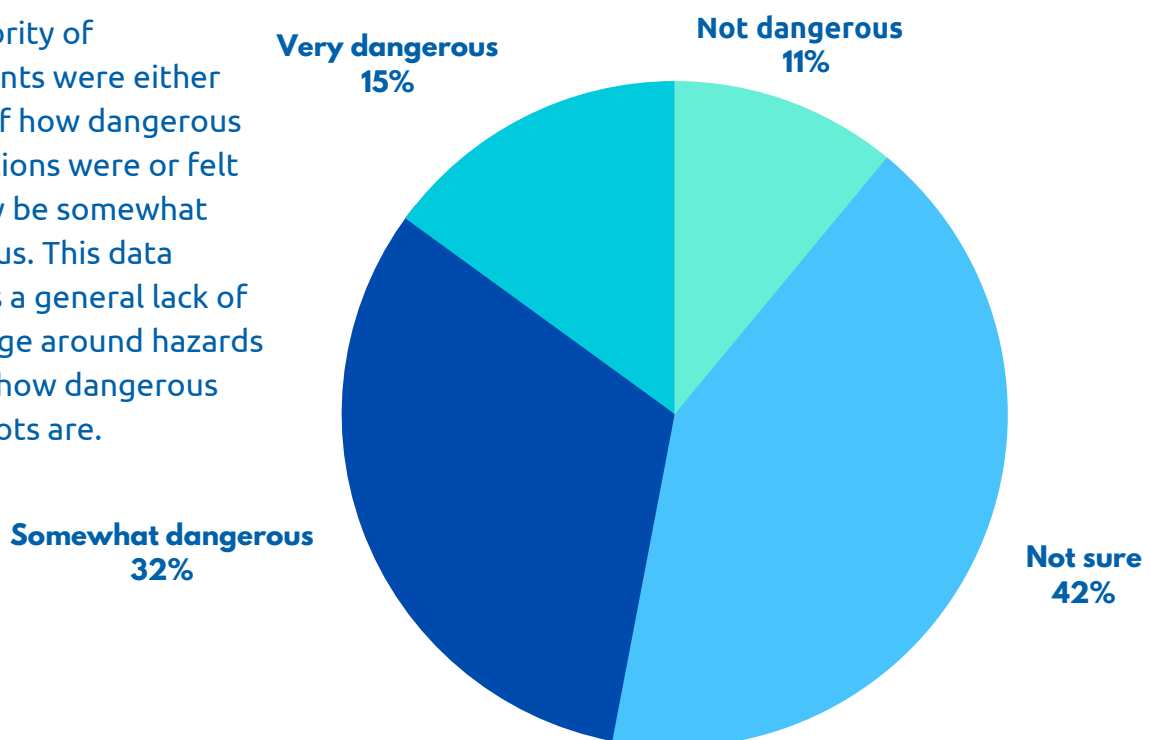


PRE EVENT SURVEY

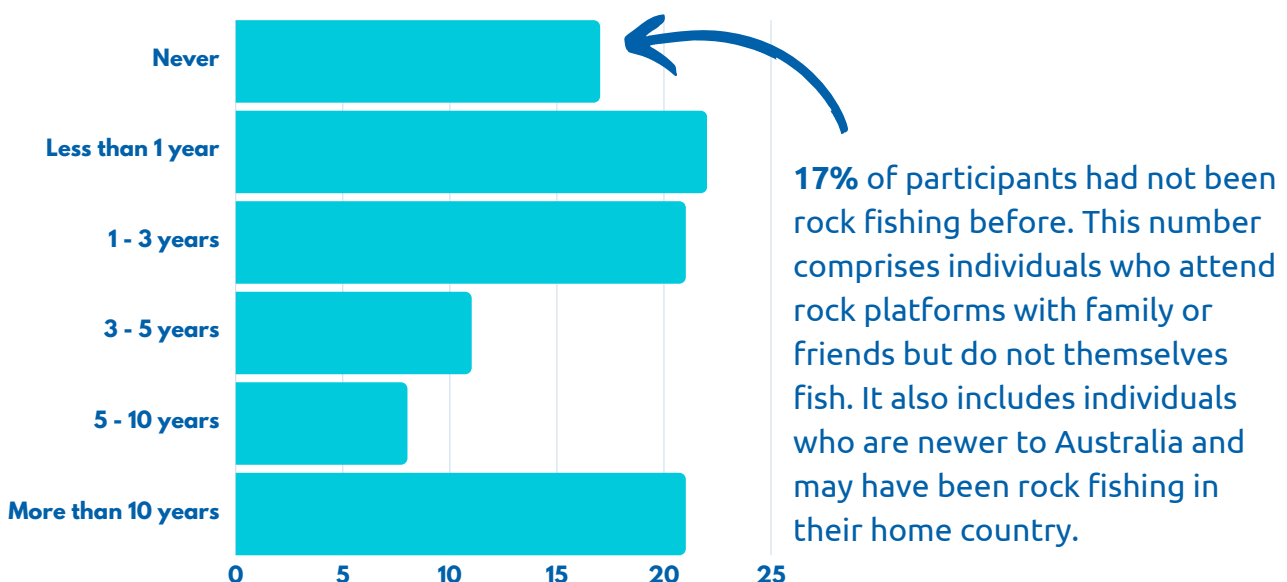
As part of event registration, participants were asked a number of questions. These questions were utilised to better understand attending participants and identify any specific needs. The below data is consolidated from participants across all 10 sessions.

Participants were asked using multiple choice, how dangerous they believed the locations to be for rock fishing. The following is an analysis of their answers.

The majority of participants were either unsure of how dangerous the locations were or felt they may be somewhat dangerous. This data indicates a general lack of knowledge around hazards and just how dangerous these spots are.



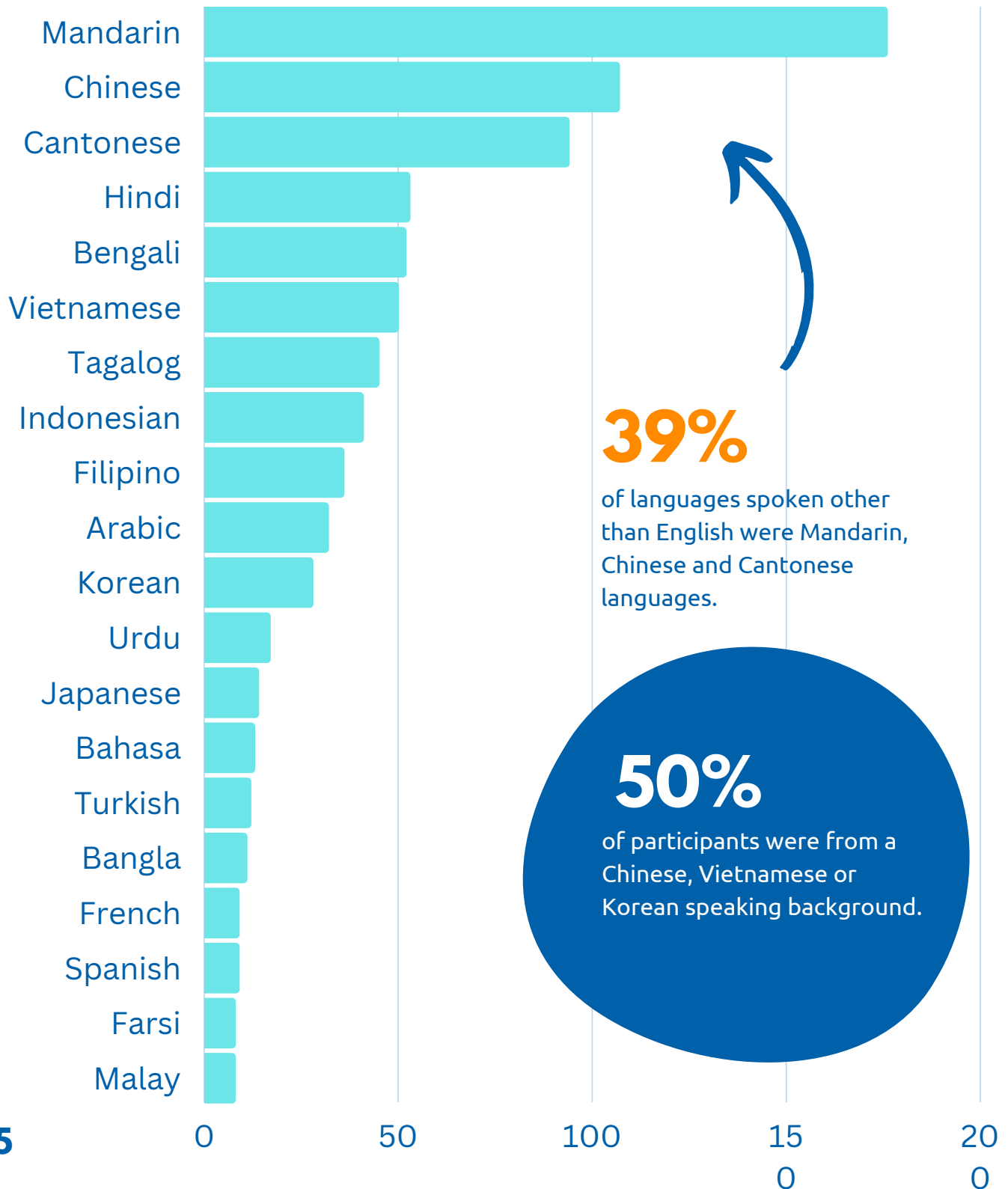
Participants were asked to identify how long they had been rock fishing in Australia prior to the event.



Participants were asked to identify languages spoken other than English.

70%

of participants spoke a language other than English.



Of those participants born in Australia 56% identified that their parents had been born overseas.

92

diverse languages were spoken among participants of the coastal safety sessions.

The below highlights all languages spoken by participants. The larger the font of the language below, the more it was spoken across the group.





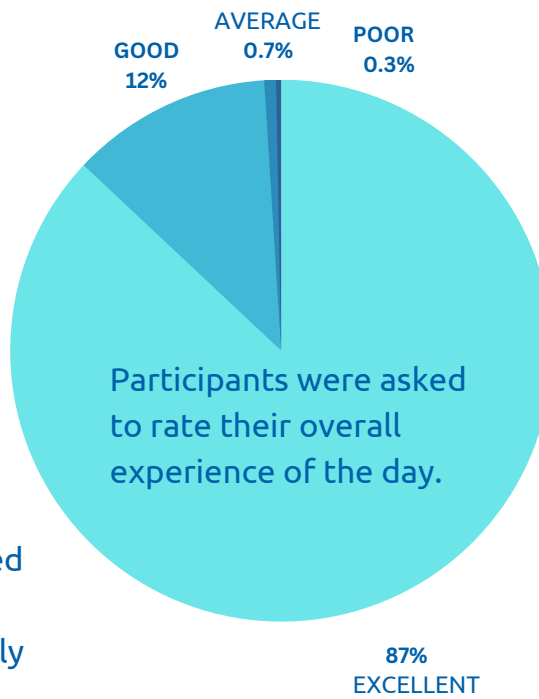
POST EVENT SURVEY

Participants were asked to participate in a survey at the end of each coastal session and prior to receiving a fitted lifejacket. The following summarizes the data captured through this survey.

742

**individuals
completed
the post
event survey.**

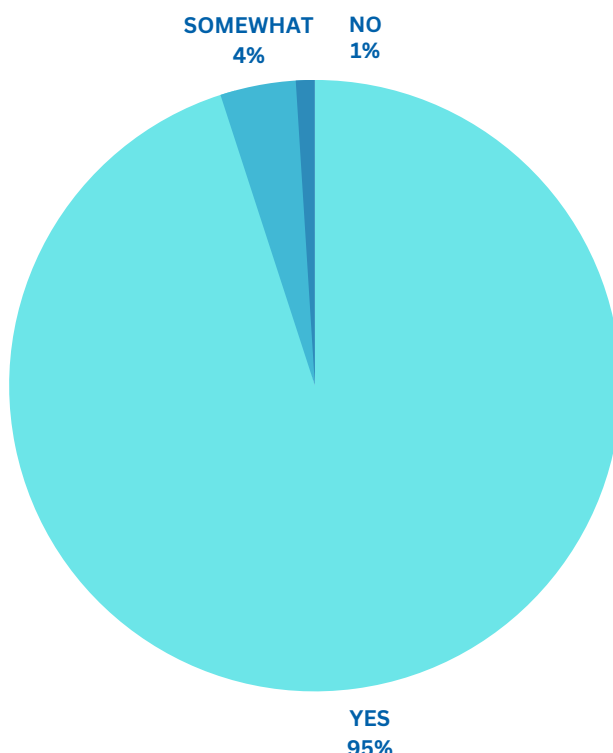
This is an overall 73% completion rate against the total number of lifejacket receiving participants. This difference can be accounted for by technical issues, language barriers and family members completing the form together.



99%

of participants rated the day as either excellent or good with less than 1% rating the day as average or poor.

Participants were asked if they felt they had learnt something new about rock fishing safety from the day?



95%

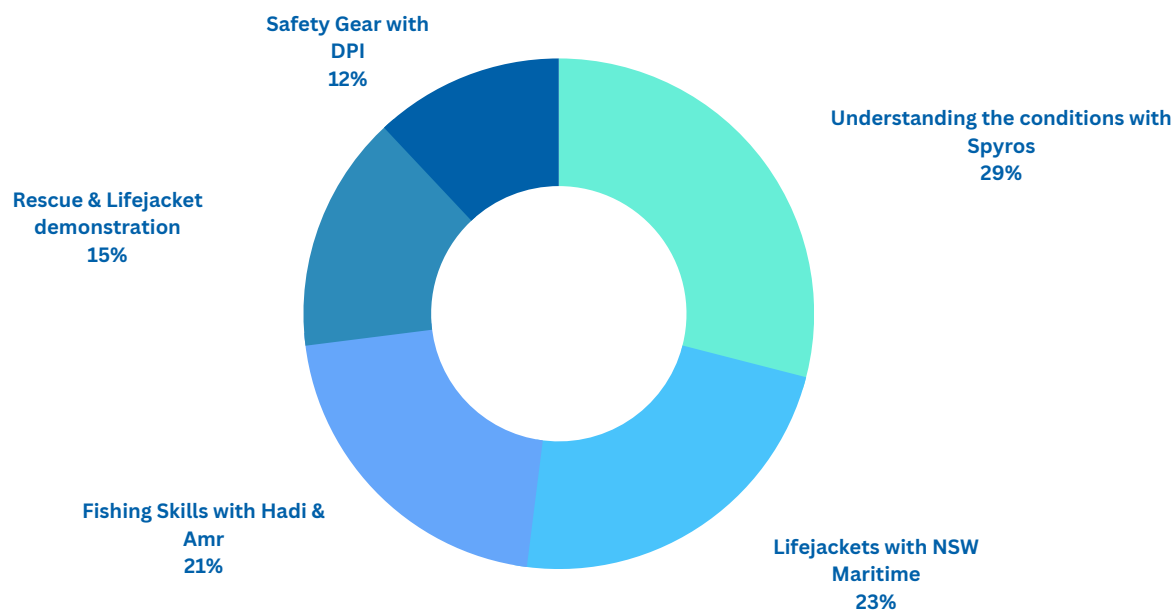
of participants identified that they had learnt something new about rock fishing safety from the day with only 1% indicating that they did not learn anything new.

100%

of participants who identified that they had learnt something new, gave a written example through an open ended question as to something they had learnt.



Participants were asked to select the part of the day that they found most useful and informative. The below highlights the top 5 most selected items.



"It taught me stuff I didn't think were that important. It really opened my eyes about situations which I doubted myself to ever be in. The safety jacket part which taught us different types was something I completely didn't know about."

"This session was excellent. I learned so much from each presenter and session on the thinking and planning needed to minimise risk for myself and my family and building safety into the sport. Thank you."

"I enjoyed all sessions. They were all very informative. I feel like I can take all my new knowledge today to have much safer rock fishing sessions moving forward."

"I thought it was detailed and a good overview of rock fishing safety. A good initiative for the community. In particular I found useful the talk on looking at conditions before going fishing. I would actually like to look in even more detail if possible. The discussion about the different types of life jackets was really informative and also the discussion on what to do if someone went in. Had no idea."

"Learnt quite a bit about things I did not notice before. Especially about life jacket types and sizes and that mold can ruin them."

"I learnt many things. At least two things from each section of the talks. The tour of the platform was very helpful too. Reassurance that surf lifesaving or lifeguards is there and operational. Great to know what we need to do in the case of emergencies and how to make the situations as good as possible when things go wrong - to increase the chances of being saved."

"Very informative, I'm new to rock fishing and the information was very useful for me as I did not know any of this."



Participants were asked to identify (through an open ended question) what they found most enjoyable or valuable in the day.

"The overall balance of the day from safety to fishing skills."

"The enthusiasm of the whole team and emphasising that safety is smart not uncool!"

"I liked that there was a bit of everything, from how to stay safe to how to rockfish. I enjoyed the speakers, they kept us all engaged. Great information and demonstrations. The surf rescue demos were also great, good to know what to do if you in the water."

"The speakers were passionate about what they were talking about."

"Hearing about the real life experiences of others. I often feel like its every man for himself out on the rocks but this felt like a bunch of people who love rock fishing, helping each other who actually care if I live or die."

"Very detailed sessions covering all essential information from fishing equipment and safety information, and a real demonstration at the end."

"The way you provided activities for the kids so that my family could attend was excellent."

"Everyone was so helpful and friendly and answered every question".

"It was good to actually see how useless a poorly fitted lifejacket is in the water."

"Lots of representation from various areas relevant for rock fishing. Able to ask questions that I've always had. Learnt about swimming away from the rocks! Never thought about that!"

Participants were asked to identify (through an open ended question) what they thought was not good about the day or that could be improved.

95% of participants identified that they did not feel there was anything that needed to be improved.

"More seating spaces with greater protection from the wind, sun etc"

"Add in information about rubbish and trash awareness and responsibilities"

"Speakers could have been louder - use microphones"

"Make the sessions longer!"

"Provide a summary page for each session"



FOLLOW UP SURVEY

Participants were asked to participate in a follow up survey one month following the final rock fishing session at North Bondi. The following summarizes captured data as part of this survey.

405

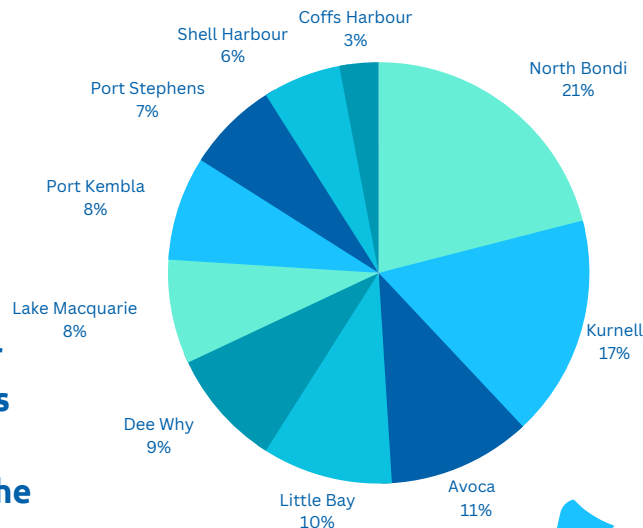
individuals
completed
the follow
up survey.

The largest number
of survey responses
were received from
participants from the
following suburbs:

1. Mount-Druitt
2. Maroubra
3. Albion-Park
4. Nelson-Bay
5. Mount-Colah
6. Coffs Harbour
7. Lakemba
8. Wollongong
9. Wiley Park
10. Lidcombe
11. Hurstville
12. Blacktown
13. Hornsby
14. Chatsood
15. Greystanes

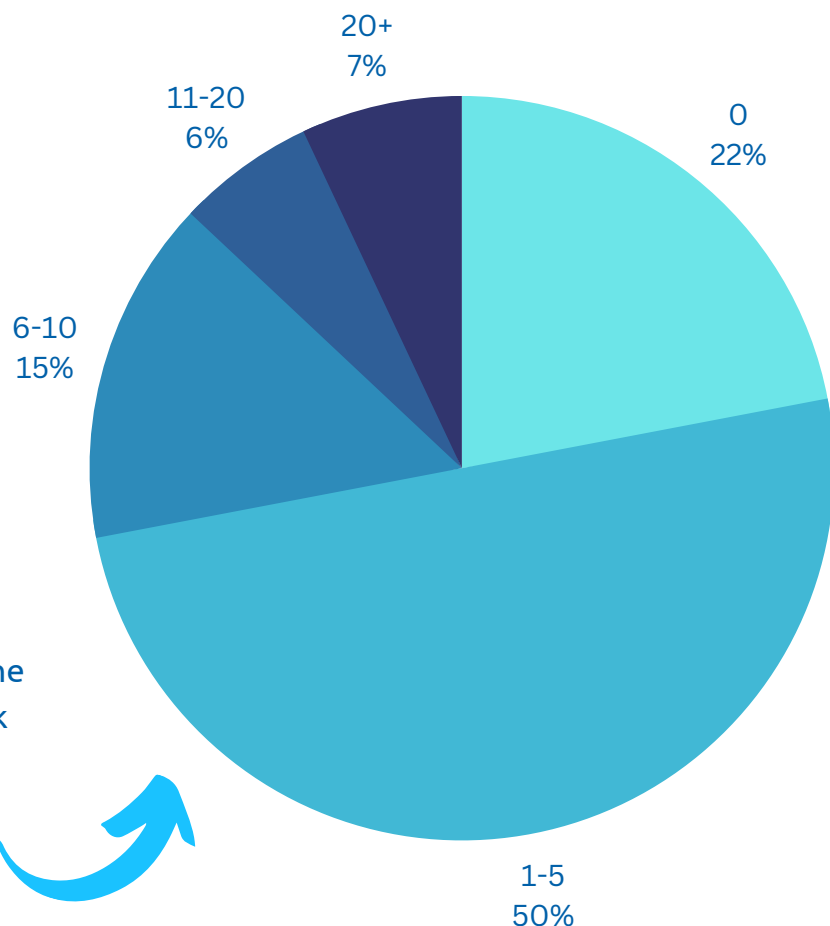
78%

of those who completed the
survey had engaged in rock
fishing activities since
attending one of the rock
fishing sessions.



Responses were
received from
individuals across all
10 sessions with the
majority of those
who completed the
follow up survey
attending North
Bondi, Kurnell,
Avoca, Little Bay or
Dee Why.

Participants were asked to identify
how many times they had been fishing
since attending the event.

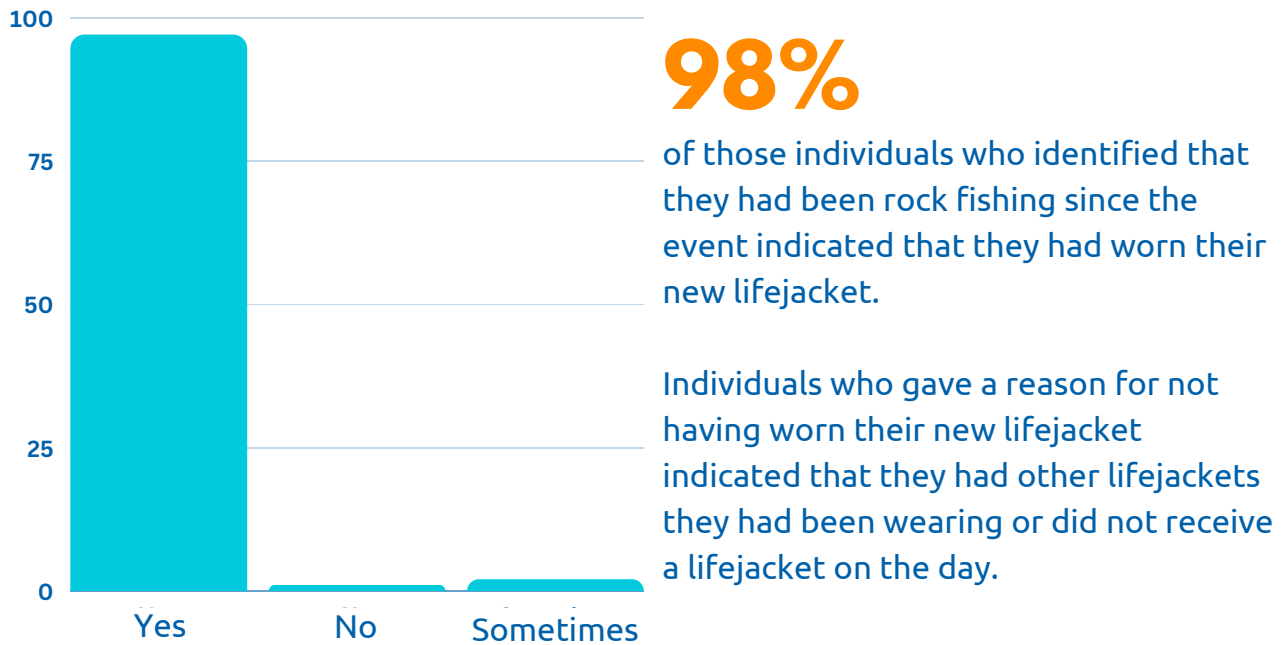




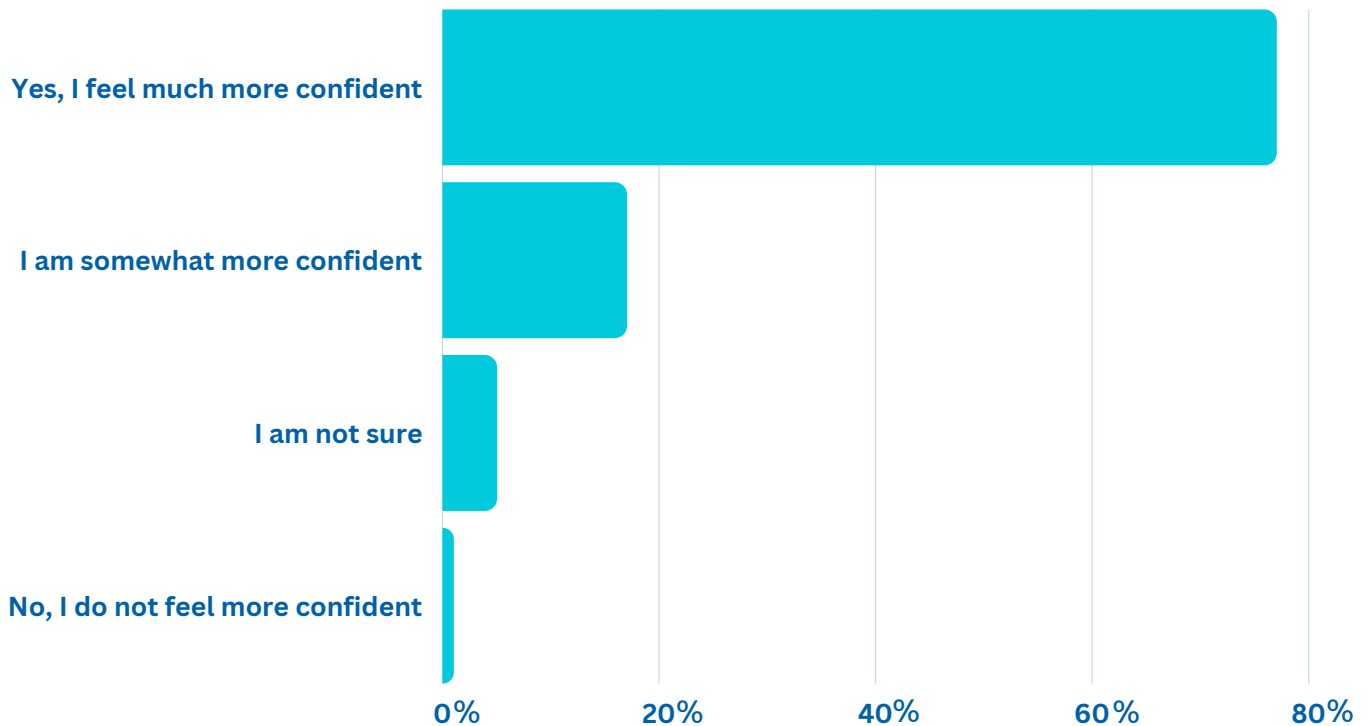
45

GoPro

Participants who identified that they had been rock fishing since the event were asked if they had worn the lifejacket they were given while rock fishing.



Participants were asked to identify if they felt more confident in staying safe while rock fishing since attending the event?



94% of participants identified that they were more confident in how to stay safe while rock fishing after participating in the session.



Participants who identified that they had increased confidence in rock fishing safety were asked (in an open ended question) to provide details on what they had learnt. Below are some example and recurring responses.

"The most useful part of the event was the seminar regarding how to read the weather conditions, including swell and ride. There was also really good comments on wind direction and the websites to use prior to going out such as Seabreeze and Surf forecast!"

"Anything can happen at anytime no matter how prepared you are."

"Understanding the different life jackets and what each one was suitable under different conditions. And scoping out the weather prior to leaving home not just the rainfall but the tide, swell and wind ...still slowly learning how to read and understand."

"Safety is always the first priority, chasing that fish of a lifetime could be fantastic if I apply simple planning and thoughtfulness. I purchased other safety items as well since, thought I was fishing safely.... made me realize there were things I hadn't considered properly. Very grateful for presentations from everyone involved"

"I wasn't aware of the relatively scary possibility that the lifejacket if not fitted correctly is absolutely useless. I always thought that I could adjust it in the water. I realize that I am not invincible like I once thought that I was. Very sobering thoughts. The live demos of the lifejackets on the day at Kurnell were extremely real and that was in relatively calm waters"

"To always wear a life jacket to save life for sometimes gonna happen unpredictable like a coming big swell"

"On top of swell and direction, I also learnt how to wear life jacket properly. The demo at the end showed me how an improperly worn life jacket is practically useless. And also super important to swim away and not back. Something that seems counter-intuitive but is correct. Before session, if I'd fall in the water, would have definitely swam back to the rocks. Now I know how super dangerous this is and that it is safer to swim away. I think this is the best lesson learnt in the session. Something that sounds like hidden knowledge but should be repeated over and over to as many people as possible"

"How to read weather patterns and make sense of information online (eg swell direction, wind direction). Also didn't know that swell could be from multiple directions. Makes going rock fishing more worthwhile each time and gives me more peace of mind that I know what I'm doing"

"My biggest lesson... where to fish and where not to fish and what to do IF I do end up in the water. Don't swim towards the rocks instead swim outwards into the open and head towards a beach or wait for rescue."



Participants who had been rock fishing since the event they attended were asked to identify (through an open ended question) if they had made any changes to the way they go rock fishing or the way they prepare for a day of rock fishing since the event. Below are some example and recurring responses.

"A lot of changes! Learning about the second, third and fourth swell direction has helped me a lot to foresee what the swells would be like before I go rock fishing. I'm always watching the swells as I walk across the rocks and stepping back as soon as I suspect a possibly high swell. I'm also wearing the life jacket that was provided the event too and I feel a lot safer in it. I always leave my gear at a high spot so the unexpected waves don't take it away either."

"I now know to check for swell on top of checking just tides. Also, I've now started wearing the life jacket that was free because it's really good and comes with pockets to keep some quick access tools with me."

"Always wear my jacket, but also make sure my friends wear their jackets too. I do check weather conditions before I go and now, NEVER turn my back to the sea. Oh and I look out for and make a note of where life rings are located, not just if I'm fishing but I love to picnic on the rocks and whale watch."

"Yes. We bought a pair of spiky boots."

"Putting on the lifejacket first thing, I survey the rocks carefully to find the most stable/safe place, where I store my gear is also something I now think about since I was told what could happen if we don't, I never fish alone. The information on what I am allowed to take home didn't know about that before and which sites I can use to watch for weather/tides/swell before going fishing"

"Checking the sweep and conditions more properly to see if there is a 2nd swell or swell change. Understanding where to go based on conditions."

"Big changes for me. I was not check the weather and swell before fishing, now I will double check it and also checking the swell on the spot before fishing."

"Get permission with my wife go fishing. Tell her what time I go home"

"I've gotten a lot more cautious in terms of watching weather patterns prior to going out and not going without research."

"I let my family know where I am going and when I arrive. I wear my new life jacket every time and I put it on before heading out on the rocks. It is great and also keeps me warmer."



AVOCA | CENTRAL COAST



301

Participants



20

Nationalities



115

Lifejackets



"Very informative, im new to rock fishing and the information was very useful for me"

"I didnt know that if you fall off the ledge, you should swim out instead towards the rocks"

"I had no idea there were different lifejackets for different things"

"I learnt so many things about the wind and waves that I never knew before"

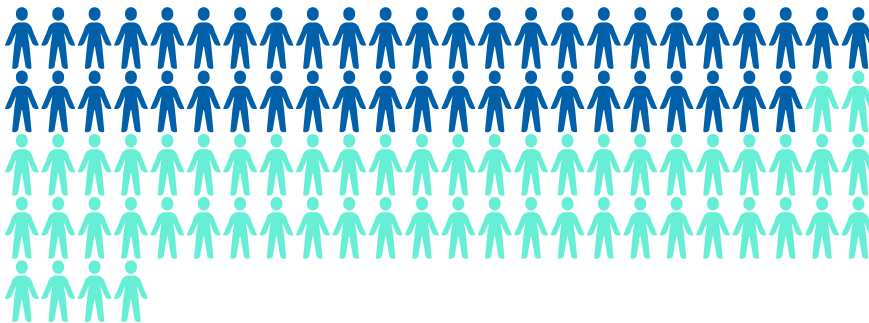
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingAvoca>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Avoca session.

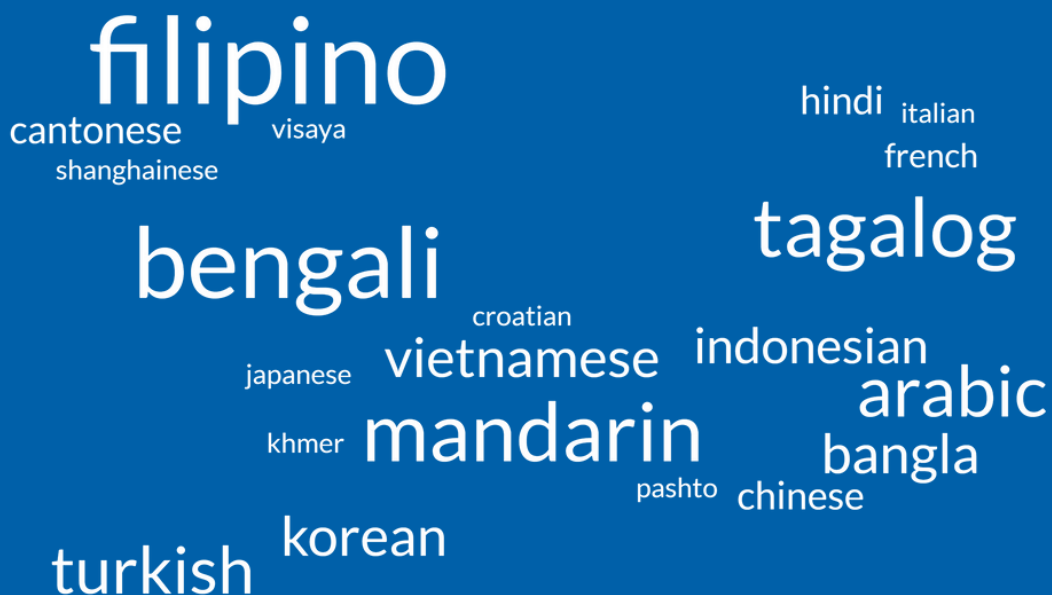
74% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 46% identified that their parents had been born overseas.

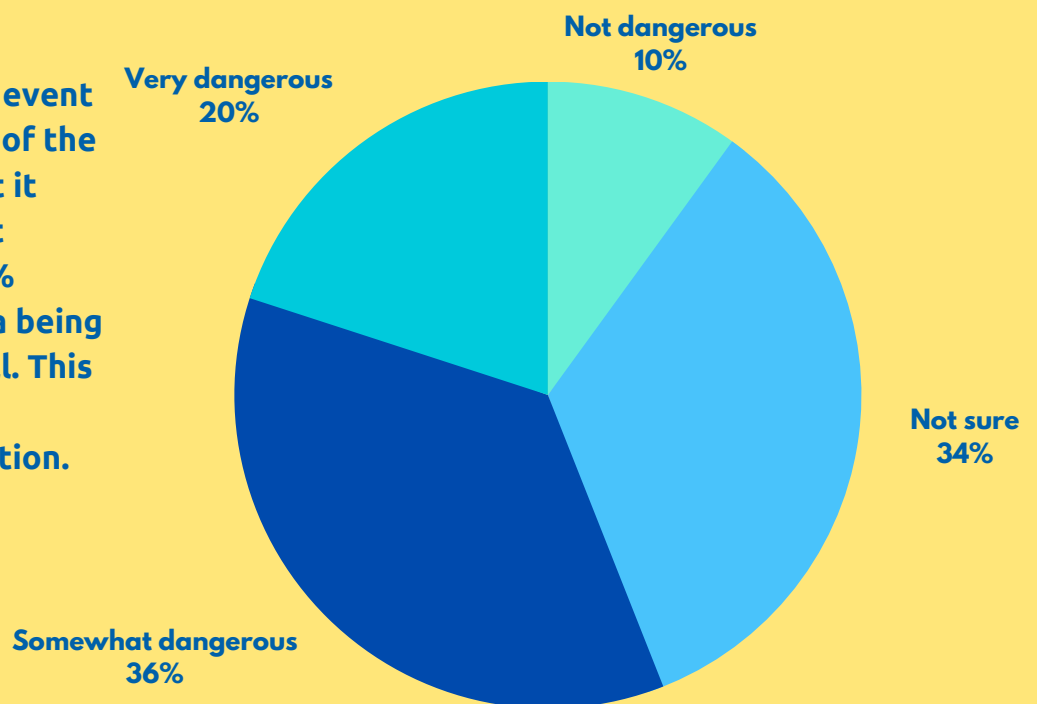
85% of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

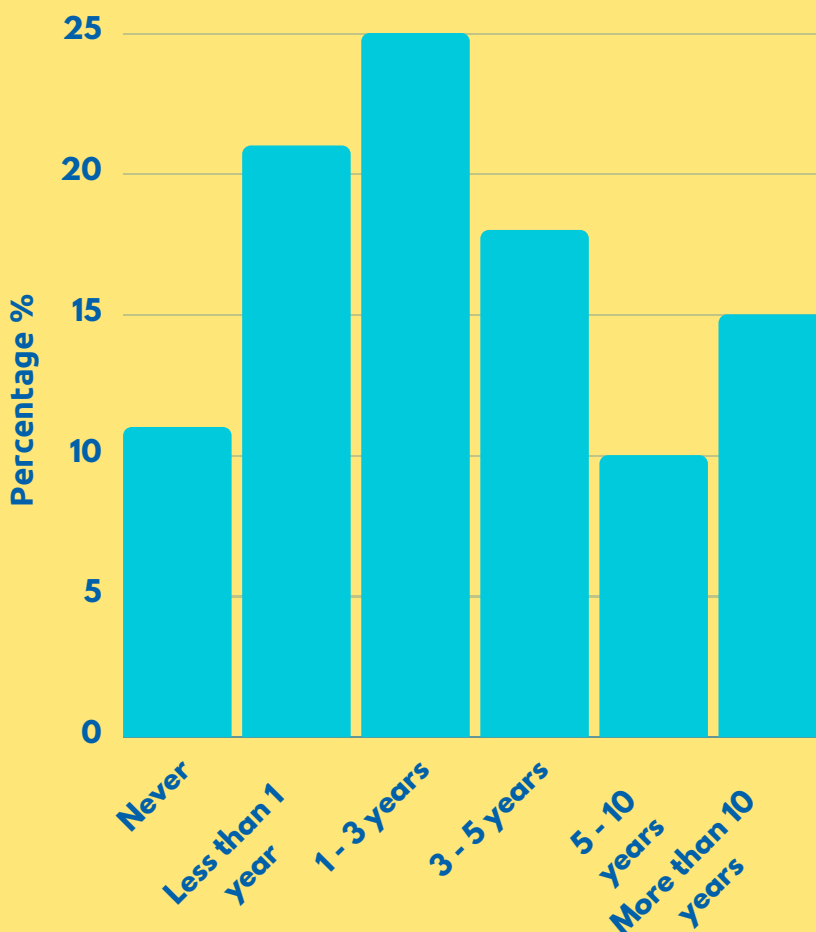


Participants were asked using multiple choice, how dangerous they believed Avoca to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either unsure of the dangers or felt that it might be somewhat dangerous with 10% identifying the area being not dangerous at all. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated an experience with rock fishing from less than 1 year to 5 years with an additional spike of rock fishers with more than 10 years of experience.



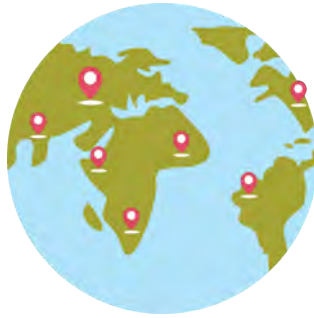


HILL 60 | PORT KEMBLA



260

Participants



20

Nationalities



110

Lifejackets



"Really good to meet so many experienced people and learn how to be safe on the rocks"

"I had no idea to swim away from rocks - this is new to me but it makes sense"

"I had no idea there are so many different types of lifejackets for different things"

"I learnt about reading the waves and knowing when to get back and what to look out for"

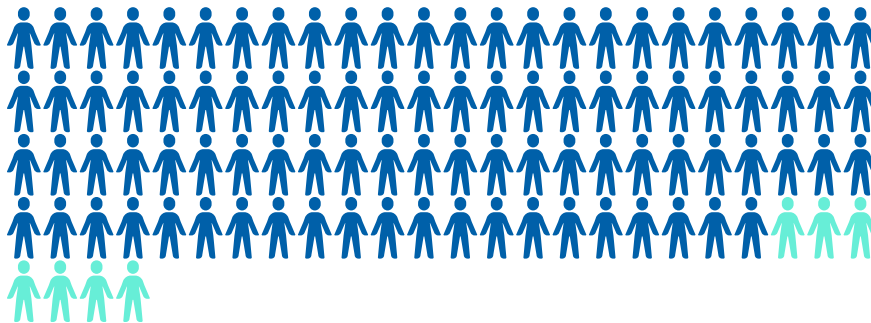
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingHill60>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Port Kembla session.

82 % of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 93% identified that their parents had been born overseas.

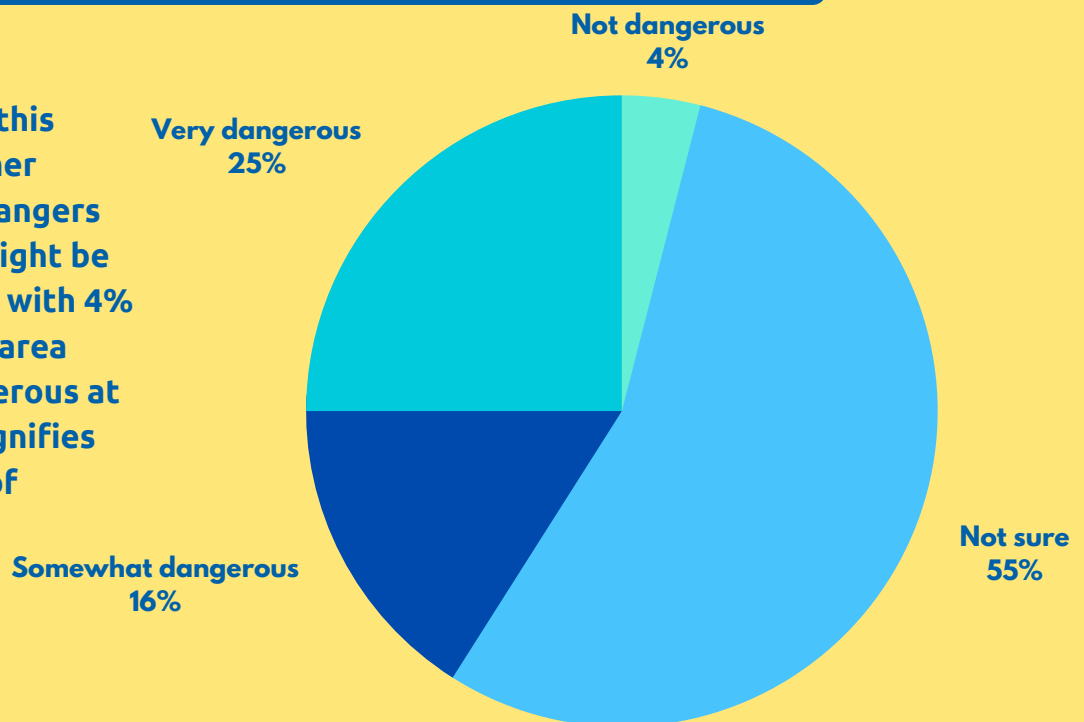
85 % of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

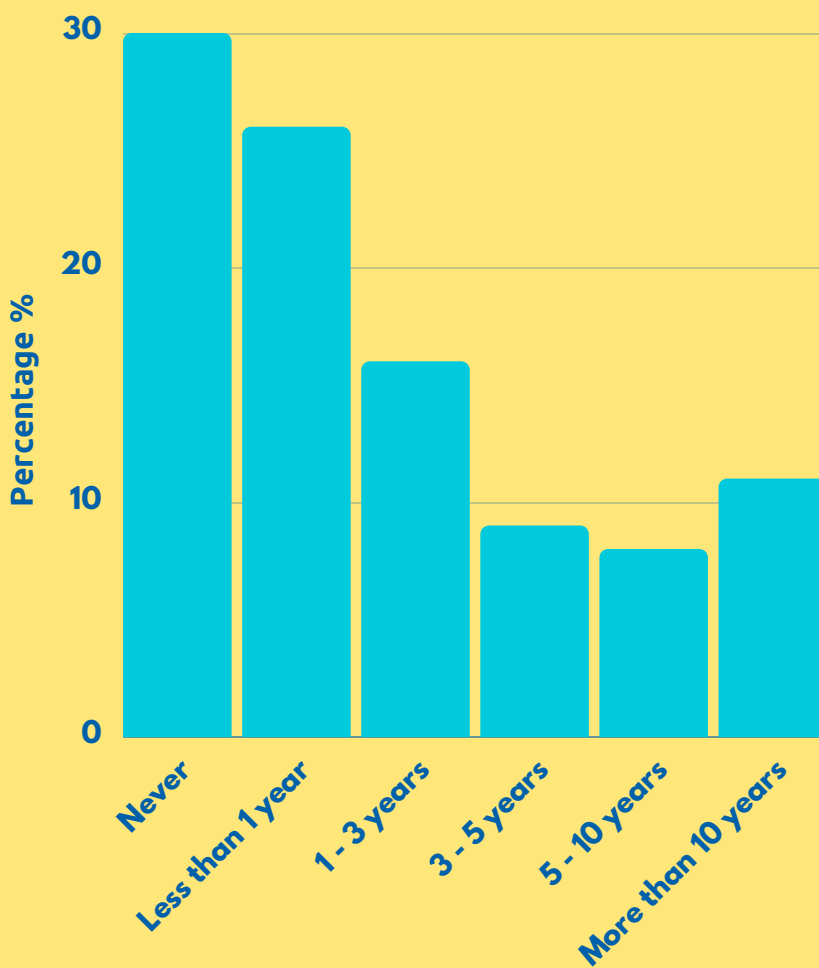


Participants were asked using multiple choice, how dangerous they believed Hill 60 to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either unsure of the dangers or felt that it might be very dangerous with 4% identifying the area being not dangerous at all. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated an experience with rock fishing from less than 1 year to never with an additional spike of rock fishers with more than 10 years of experience.



COFFS HARBOUR



120

Participants



15

Nationalities



80

Lifejackets



"I never knew about beach safety and importance of life jacket"

"I learnt more about the dangers while fishing and equipment needed for rock fishing"

"I really enjoyed the day and it was really good to watch the demonstrations and see things in real life"

"I learned a lot. Don't try and swim in if you get washed off the rocks"

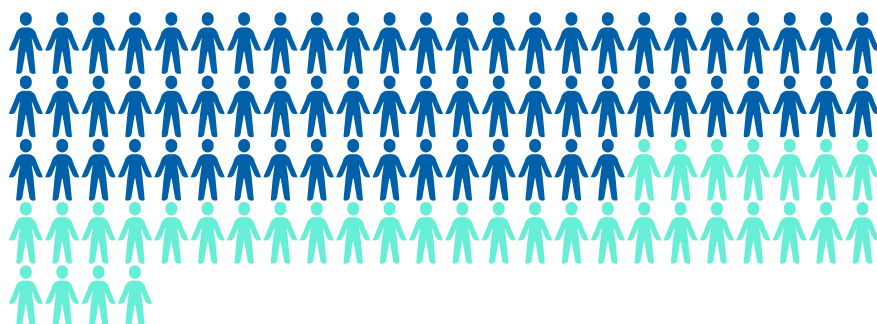
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingCoffsHarbour>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Coffs Harbour session.

52 % of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 65% identified that their parents had been born overseas.

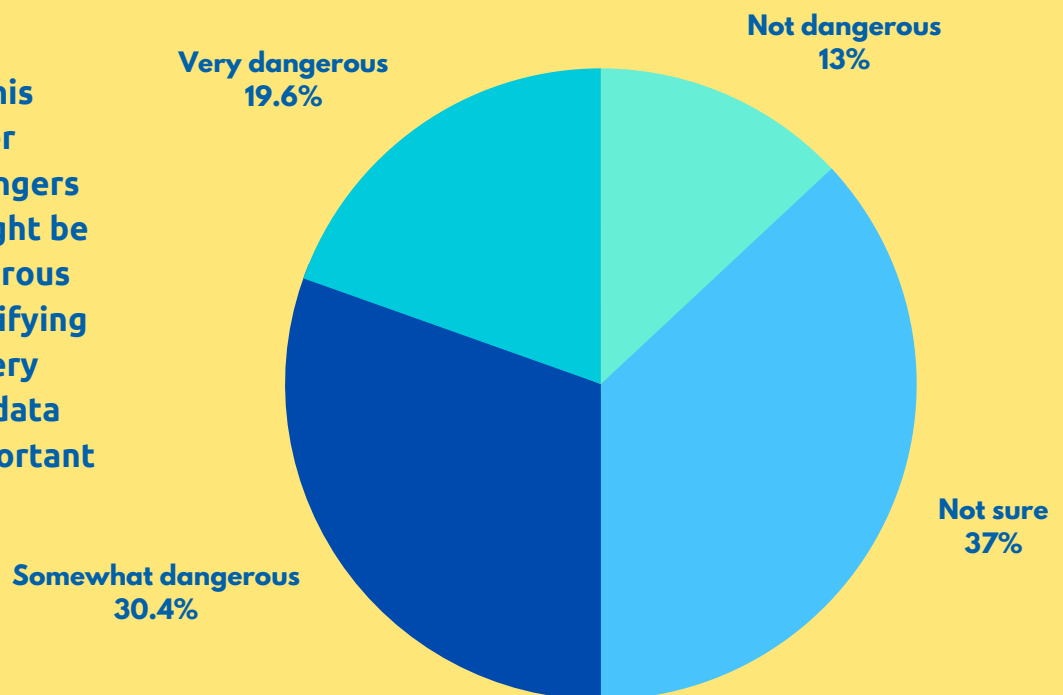
52 % of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

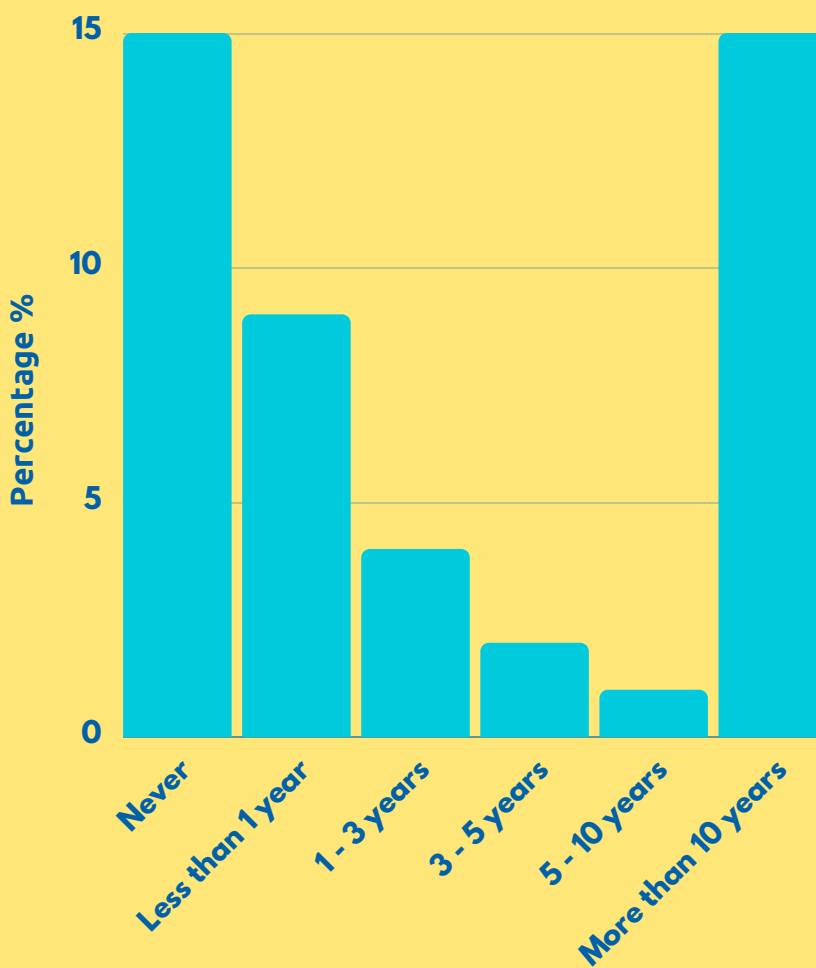


Participants were asked using multiple choice, how dangerous they believed Coffs Harbour to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either unsure of the dangers or felt that it might be somewhat dangerous with 19.6% identifying the area being very dangerous. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had no experience fishing with an additional spike of fishers with more than 10 years experience.



LITTLE BAY | RANDWICK



186

Participants



21

Nationalities



105

Lifejackets



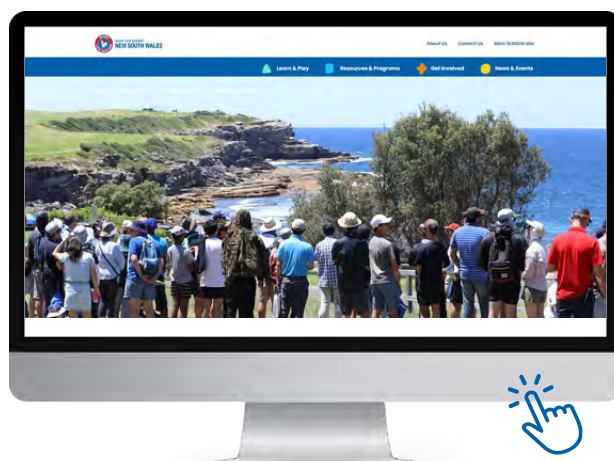
"It was a brilliant day to be able to go out on the beach and see the rescues happen so you understand what to do if it happened to you"

"Great day. I did not know about the different types of lifejackets and how they actually work."

"I learnt about the importance of rock fishing safety and wearing a lifejacket!"

"I met lots of new people who also like rock fishing"

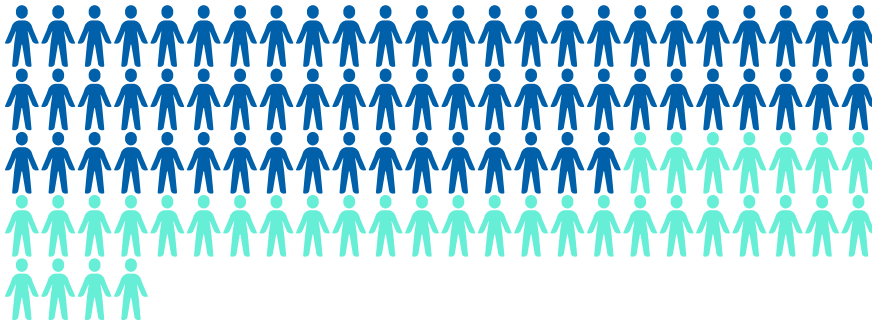
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingLittleBay>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Little Bay session.

60% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 60% identified that their parents had been born overseas.

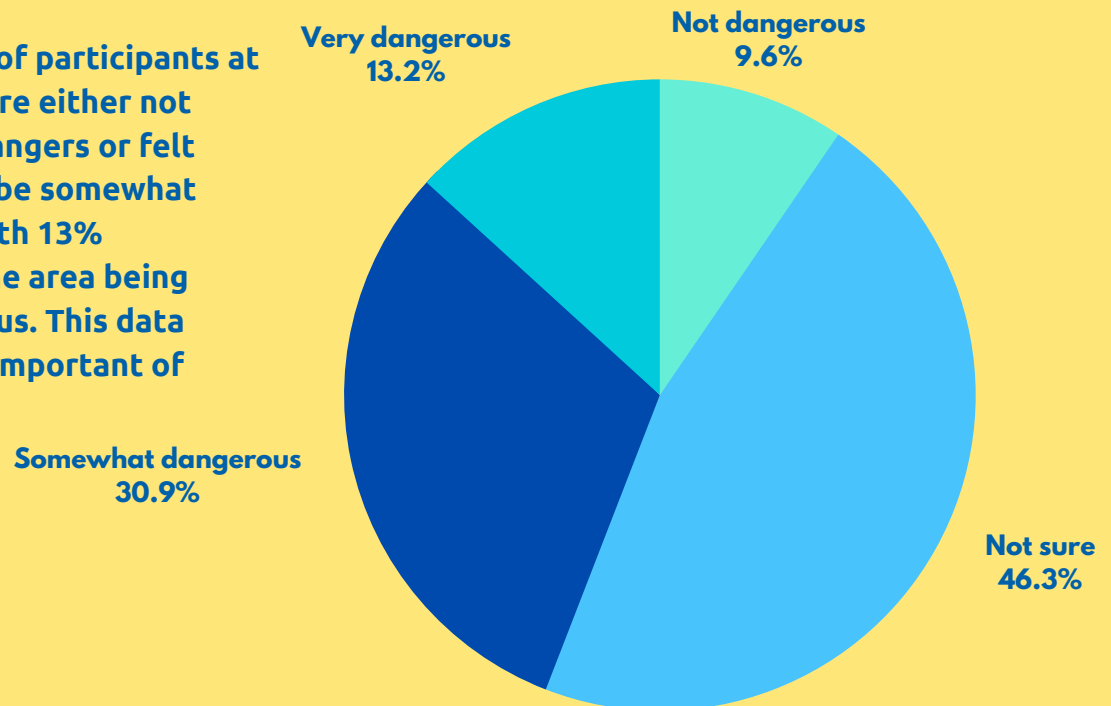
74% of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

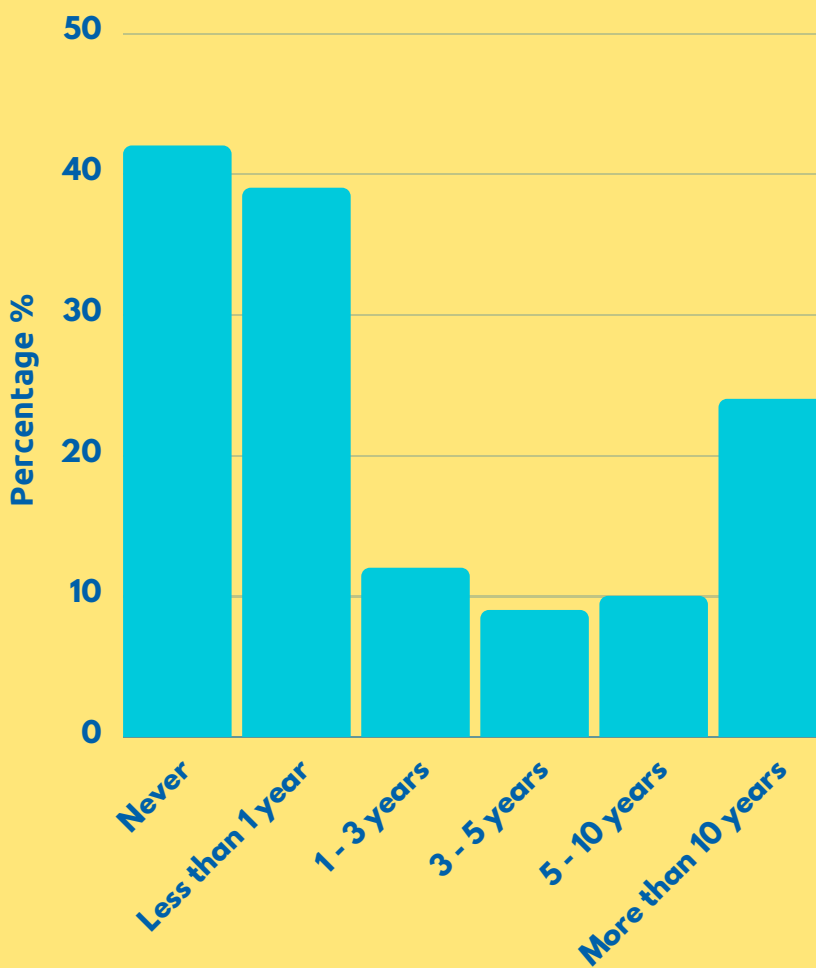


Participants were asked using multiple choice, how dangerous they believed Little Bay to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 13% identifying the area being very dangerous. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had no experience fishing with an additional spike of fishers with more than 10 years experience.

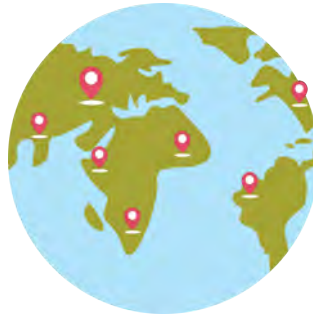


KURNELL



218

Participants



23

Nationalities



115

Lifejackets



"I learnt about changes in swell direction and wind hourly. Learn about wave seconds duration and to watch out for long ones. Learn about how to escape if fallen into water."

"Swimming away from the rocks! I would have never thought that was what you had to do."

"I enjoyed learning and the food and meeting new people"

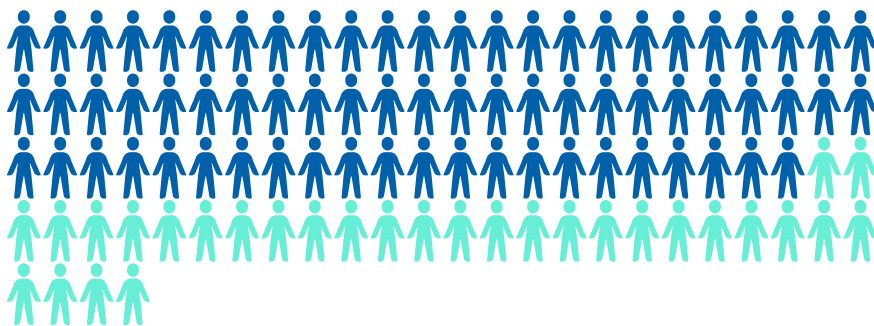
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingKurnell>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Kurnell session.

75% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 70% identified that their parents had been born overseas.

88% of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.



Participants were asked using multiple choice, how dangerous they believed Kurnell to be for rock fishing. The following is an analysis of their answers.

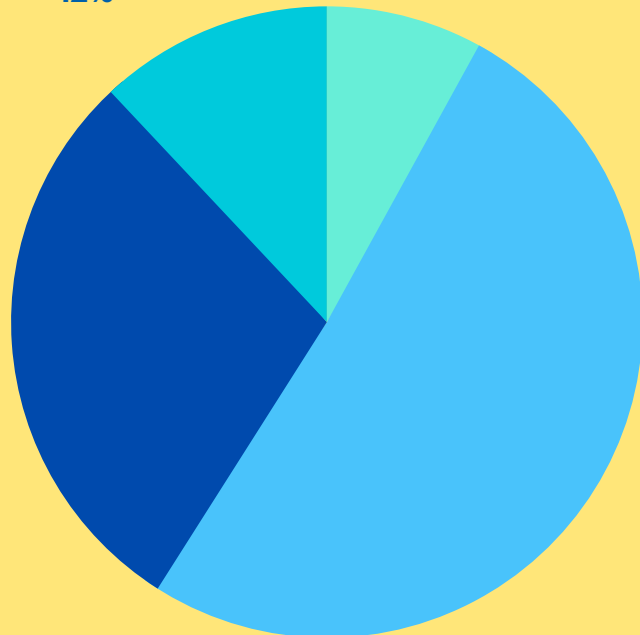
The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 12% identifying the area being very dangerous. This data signifies the important of education.

Somewhat dangerous
29%

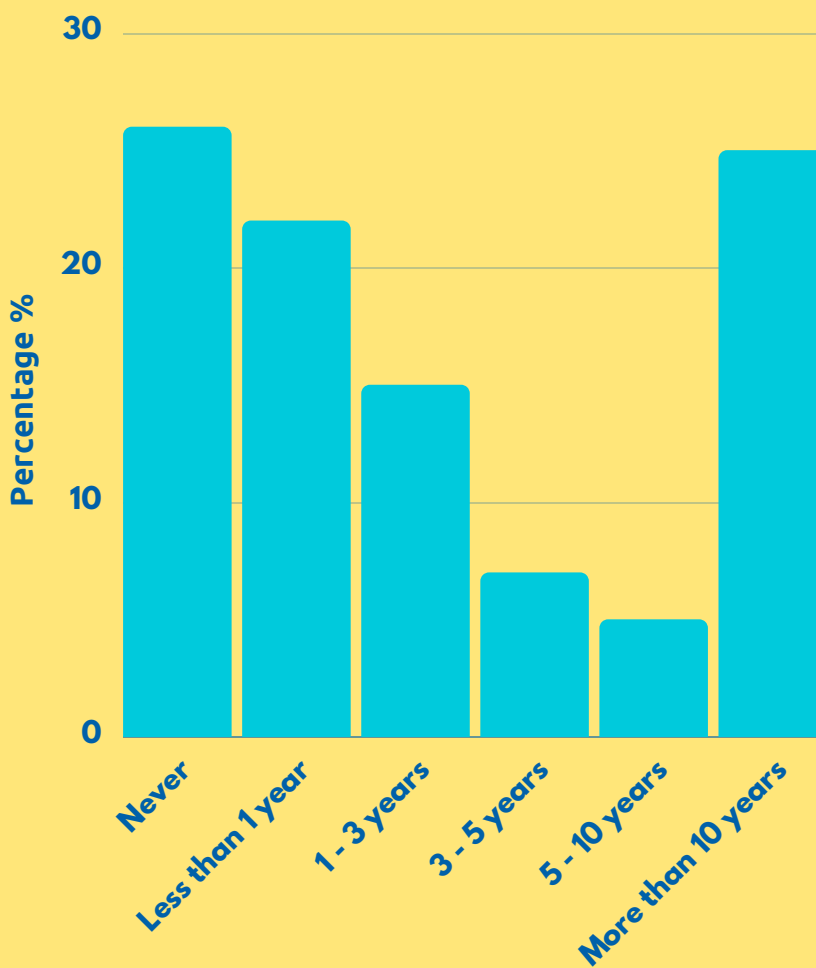
Very dangerous
12%

Not dangerous
8%

Not sure
51%



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had no experience fishing with an additional spike of fishers with more than 10 years experience.

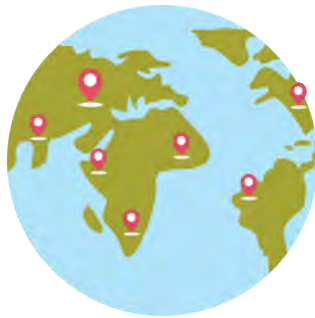


NORTHERN BEACHES | DEE WHY



206

Participants



25

Nationalities



105

Lifejackets



"Before I came here, I didn't know much about swells or waves or tides. I fished for a very long time but I thought I knew everything. I now know that I knew nothing. All staff were fantastic and the information was very very useful. Thank you for doing this for us"

"Was very great day. My family enjoyed it very much as well as me and I learnt a lot of new information on swells and winds."

"Everyone was so nice and we felt very welcomed."

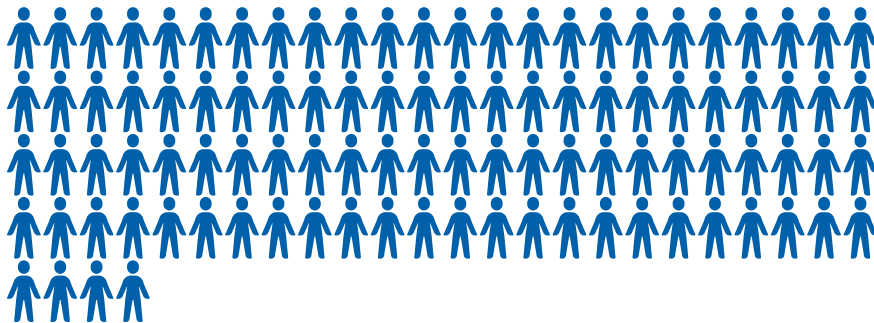
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingDeeWhy>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Dee Why session.

93% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 100% identified that their parents had been born overseas.

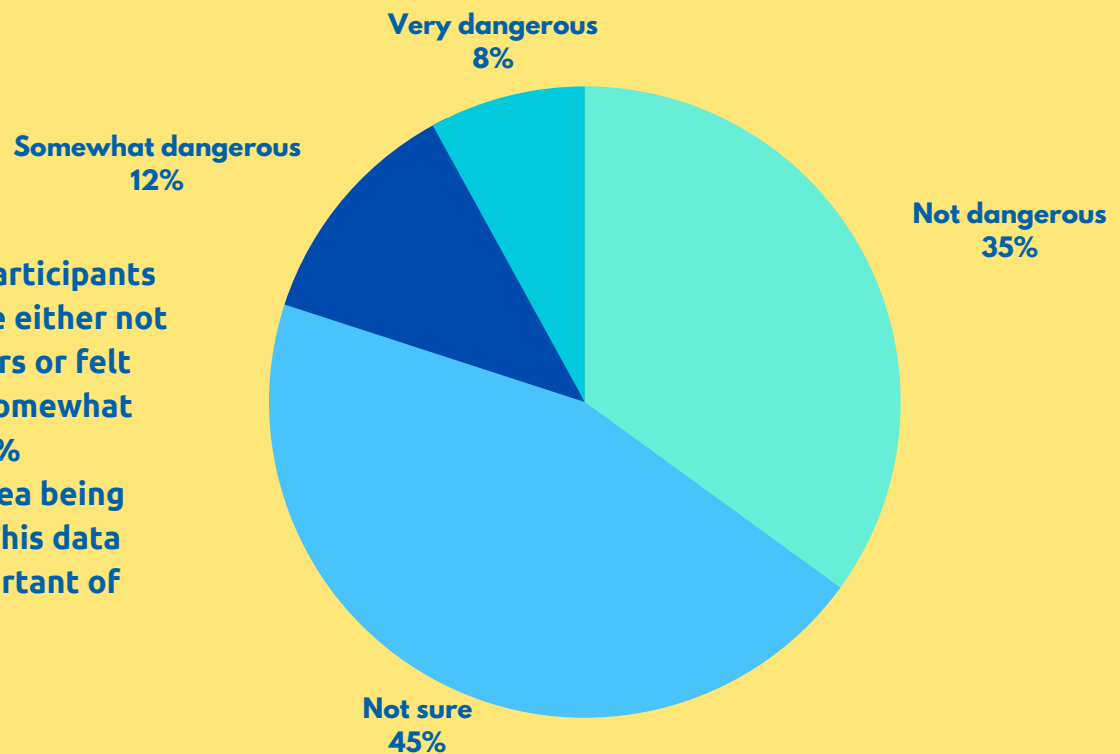
95% of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

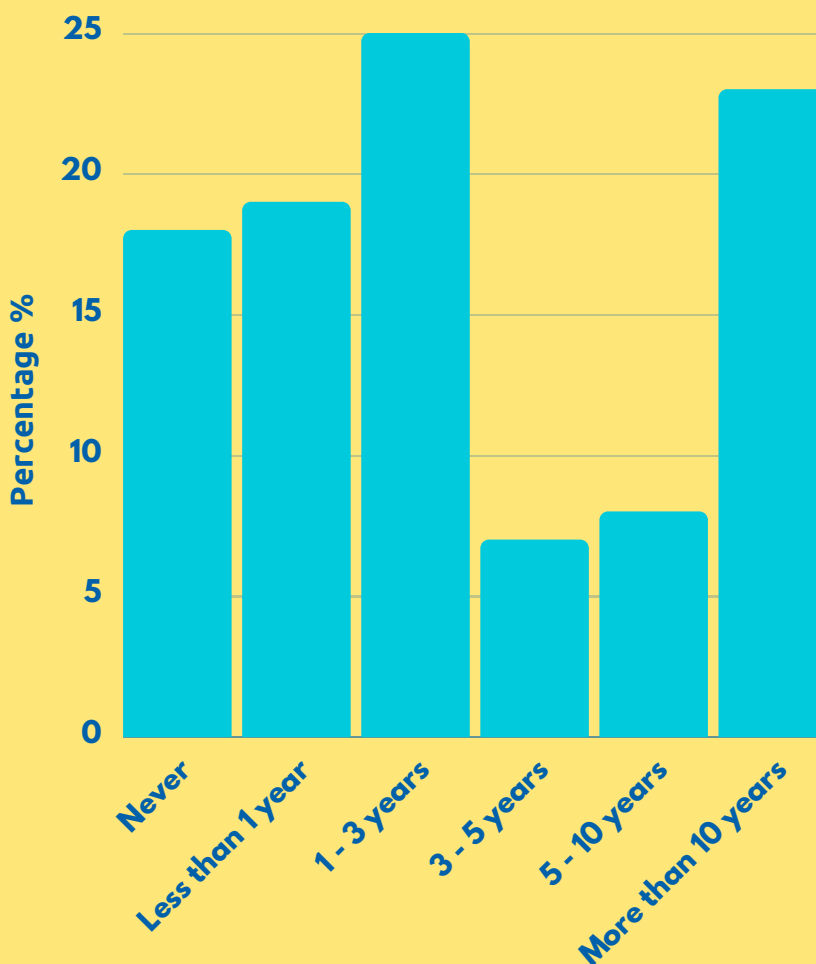


Participants were asked using multiple choice, how dangerous they believed Dee Why to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 8% identifying the area being very dangerous. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had 1-3 years experience with an additional spike of fishers with more than 10 years experience.



LAKE MACQUARIE



65

Participants



17

Nationalities



51

Lifejackets



"I learned how to use the life jacket properly and how to look at the conditions before I leave home. I didn't know what I was looking at before"

"It was good. I did not think I would learn anything new but I am surprised I did. It was much more detailed then I thought it would be."

"I gained a lot of wave information, particularly there is second wave that I didn't know before"

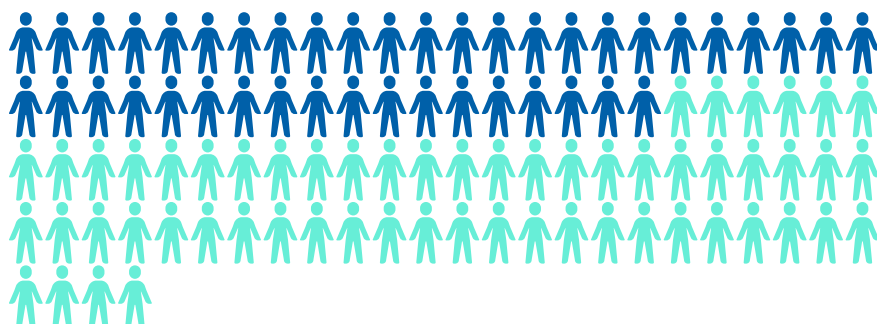
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingLakeMacquarie>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Lake Macquarie session.

59% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 42% identified that their parents had been born overseas.

50% of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

hindi

italian

french

arabic

japanese

filipino

tagalog

chinese

cantonese

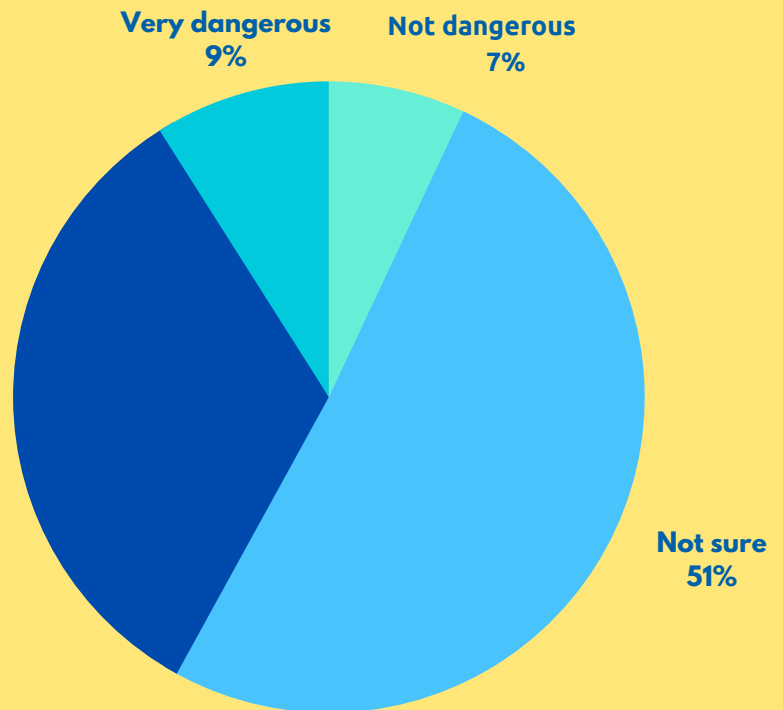
mandarin

spanish

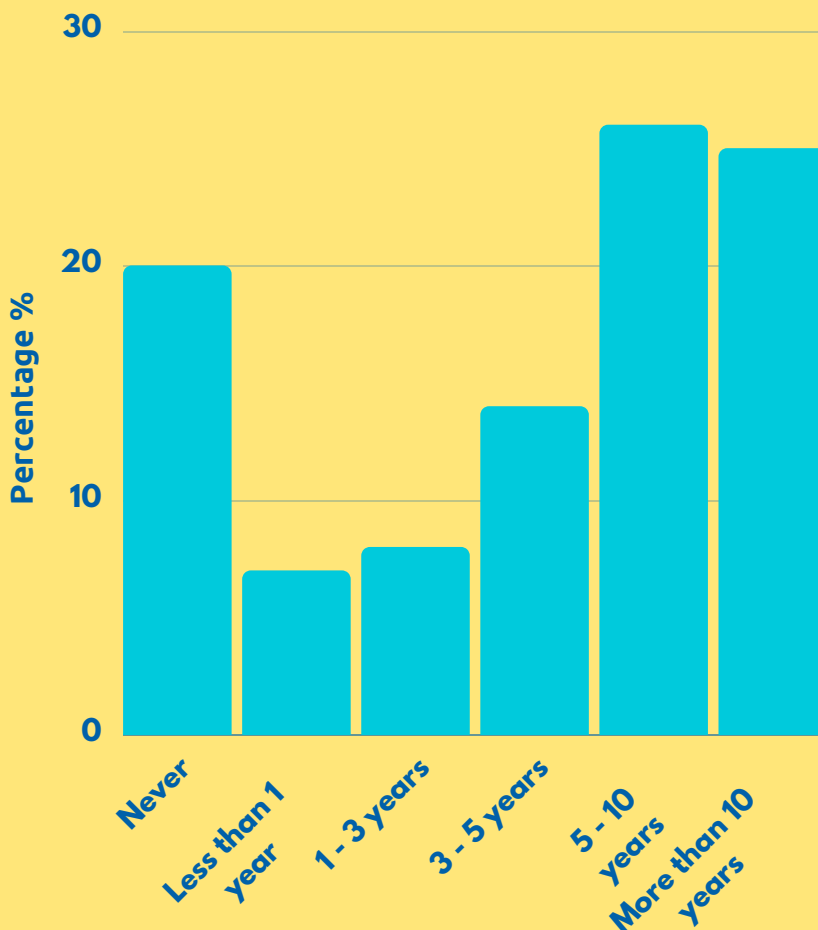
Participants were asked using multiple choice, how dangerous they believed Lake Macquarie to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 33% identifying the area being very dangerous. This data signifies the important of education.

Somewhat dangerous
33%



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had over 3 years experience with an additional spike of fishers with more than 10 years experience.

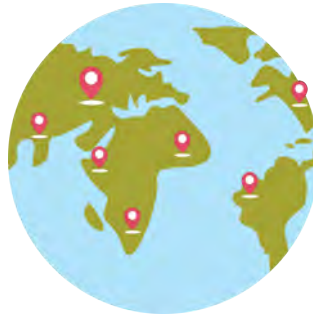


PORT STEPHENS



37

Participants



11

Nationalities



29

Lifejackets



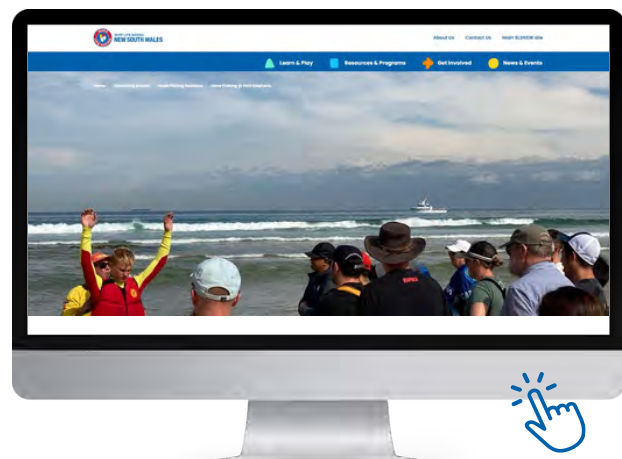
"I not sure of many of these things before. I learn what to do when you go in the water. Swim out and away."

"I never wore lifejacket before but now I have new one and I know how to use it. I feel much safer."

"I learnt about the effect of wavelength and swell at different stages of tides"

"How to prepare for rock fishing. Never prepared before. Just went."

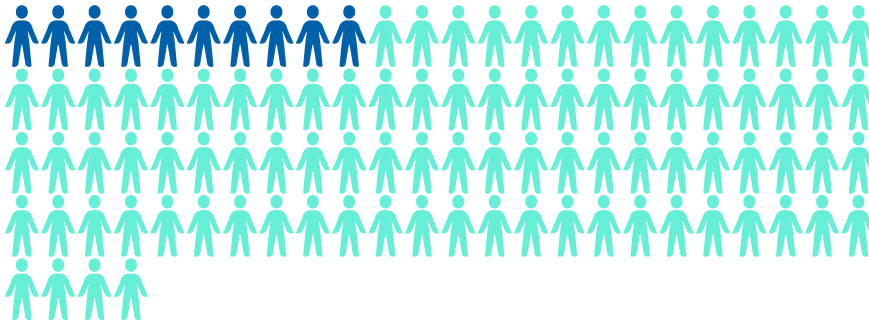
To view photos and videos from the day
please scan this QR code or go to:
<https://bit.ly/GoneFishingPortStephens>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provide an overview of participants attending the Port Stephens session.

49% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 10% identified that their parents had been born overseas.

40% of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

spanish korean

chinese

indonesian

hazaragi mandarin
cantonese

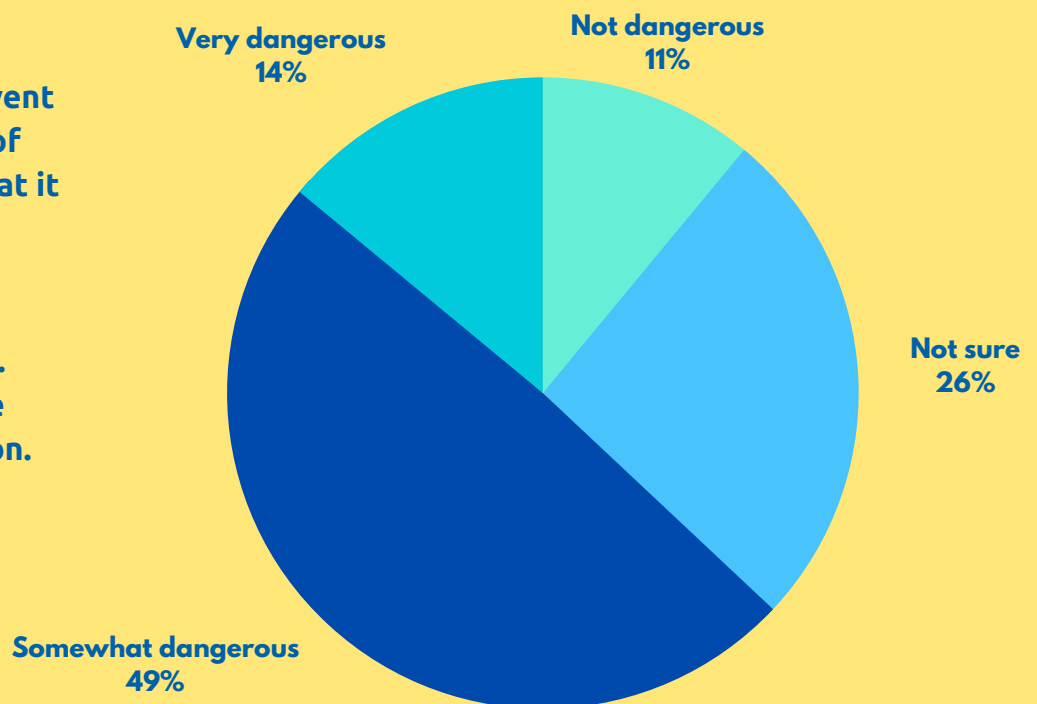
urdu

filipino

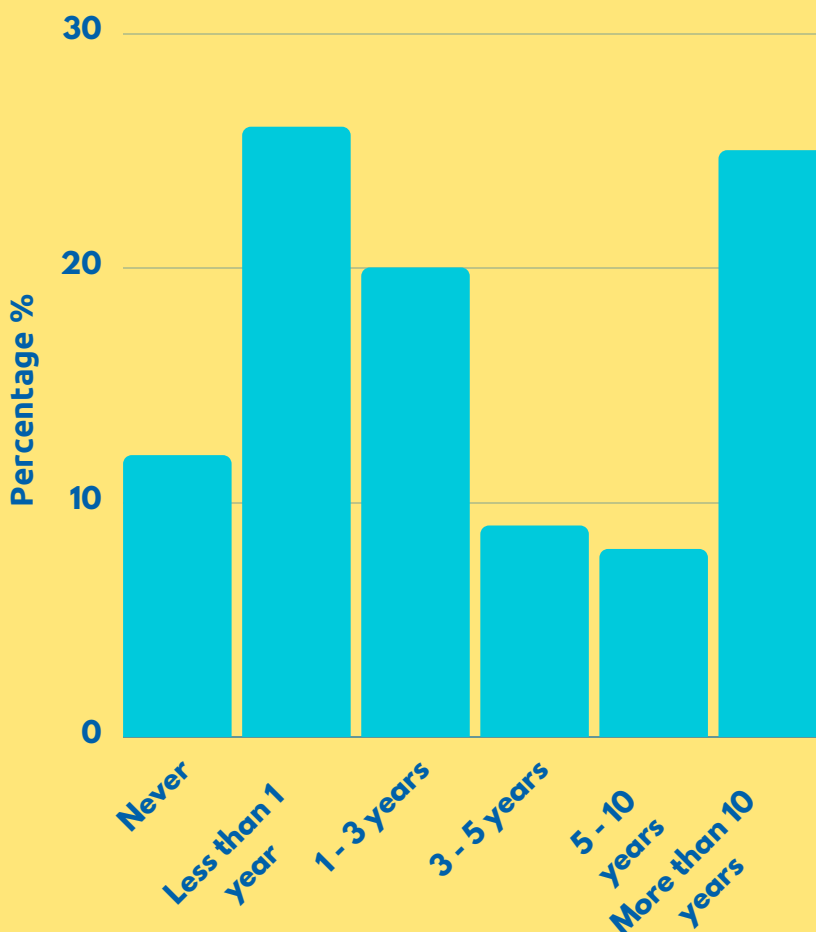
french
farsi vietnamese

Participants were asked using multiple choice, how dangerous they believed Port Stephens to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 14% identifying the area being very dangerous. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had 0-3 years experience with an additional spike of fishers with more than 10 years experience.



LIFEGUARD

SHELLHARBOUR



47

Participants



14

Nationalities



40

Lifejackets



"Before I just thinking rock fishing is easy to go. Now I knew I need check the weather conditions and right spots and bring something before we go."

"I learnt about planning and risk management in rock fishing not just gear"

"Lifejacket rating is very important. I did not know"

"My family enjoyed the day and my kids learnt a lot too."

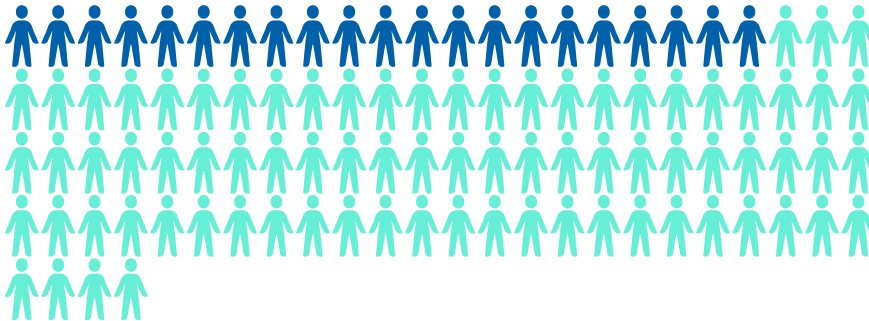
To view photos and videos from the day
please scan this QR code or go to:
<https://bit.ly/GoneFishingShellharbour>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Shellharbour session.

58% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 21% identified that their parents had been born overseas.

51%

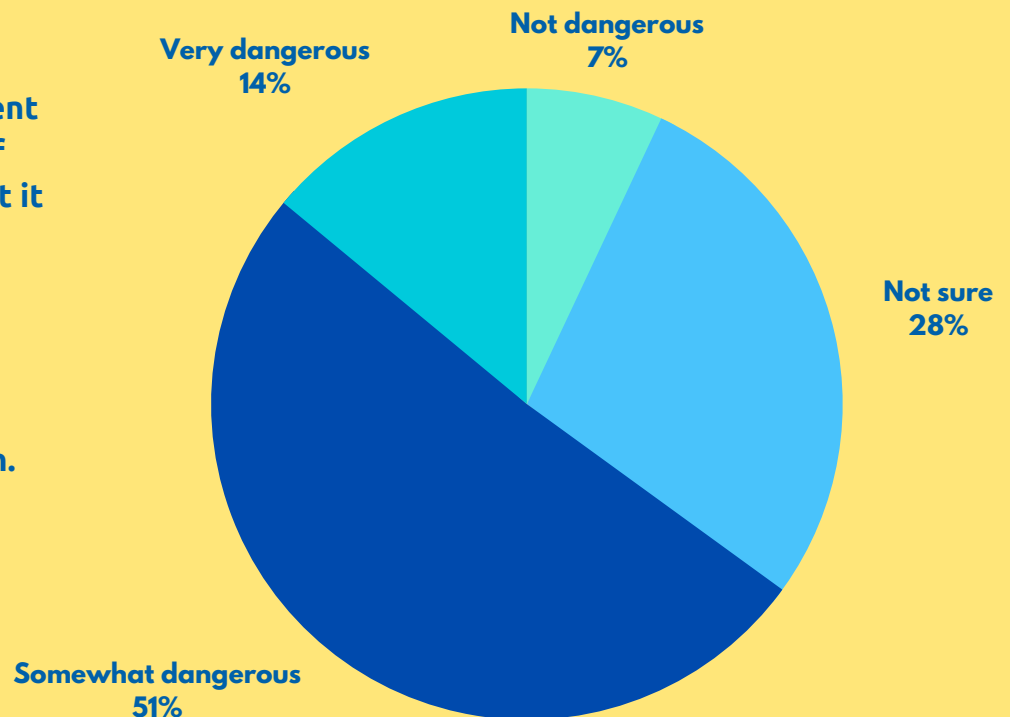
of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

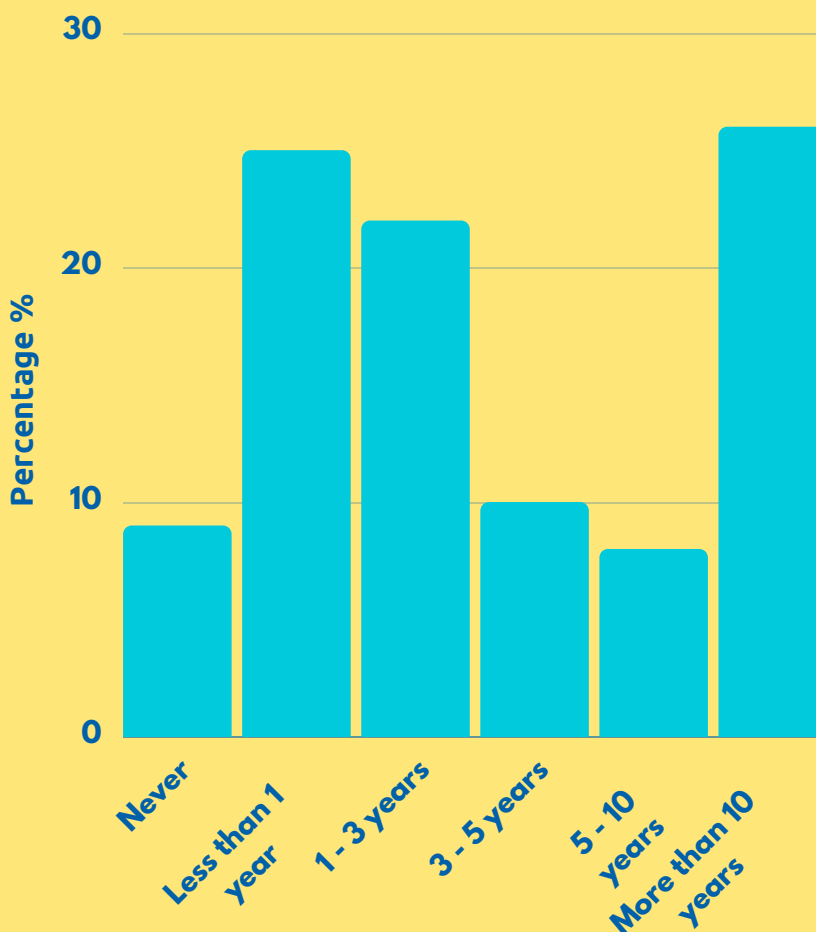


Participants were asked using multiple choice, how dangerous they believed Shellharbour to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 14% identifying the area being very dangerous. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had 0-3 years experience with an additional spike of fishers with more than 10 years experience.



**NEW SOUTH
WALES**

beachsafetymhub.c



**NEW SOUTH
WALES**



**NEW SOUTH
WALES**



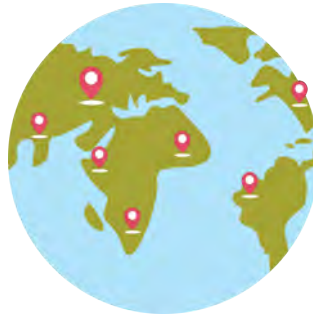
**SURF LIFE SAVING
NEW SOUTH WA**

BONDI BEACH



282

Participants



23

Nationalities



164

Lifejackets

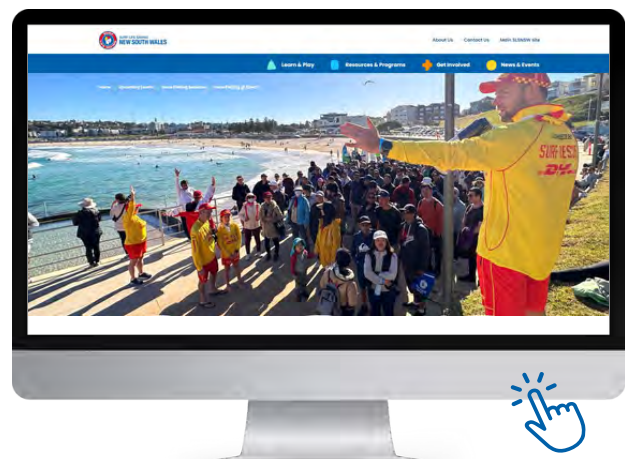


"It was very practical knowledge which really makes sense when you are in different conditions when fishing."

"The expertise on hand was fantastic and very accommodating across many levels of rock fishing confidence and skill."

"It was a very engaging day with lots of information. The sessions on understanding conditions, fishing skills and safety gear were especially helpful. The whole event felt well organised."

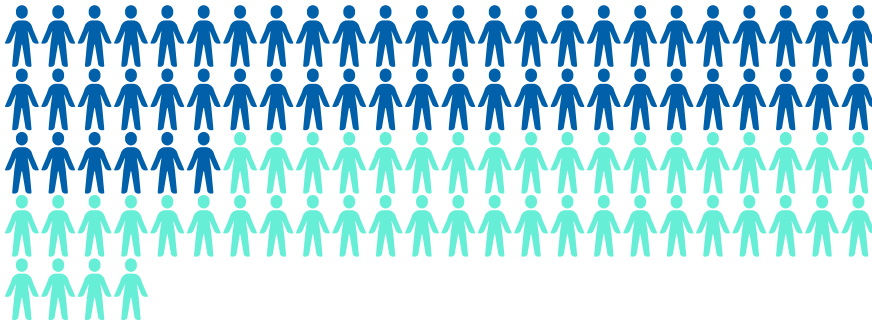
To view photos and videos from the day please scan this QR code or go to:
<https://bit.ly/GoneFishingBondi>



Pre-event registration data and statistics

During the online registration process, participants were asked a range of questions to assist in both the logistical planning of the day and to provide more insight on participants. The below provides an overview of participants attending the Bondi session.

74% of all participants identified as being born in a country other than Australia.



Of those participants born in Australia 54% identified that their parents had been born overseas.

72%

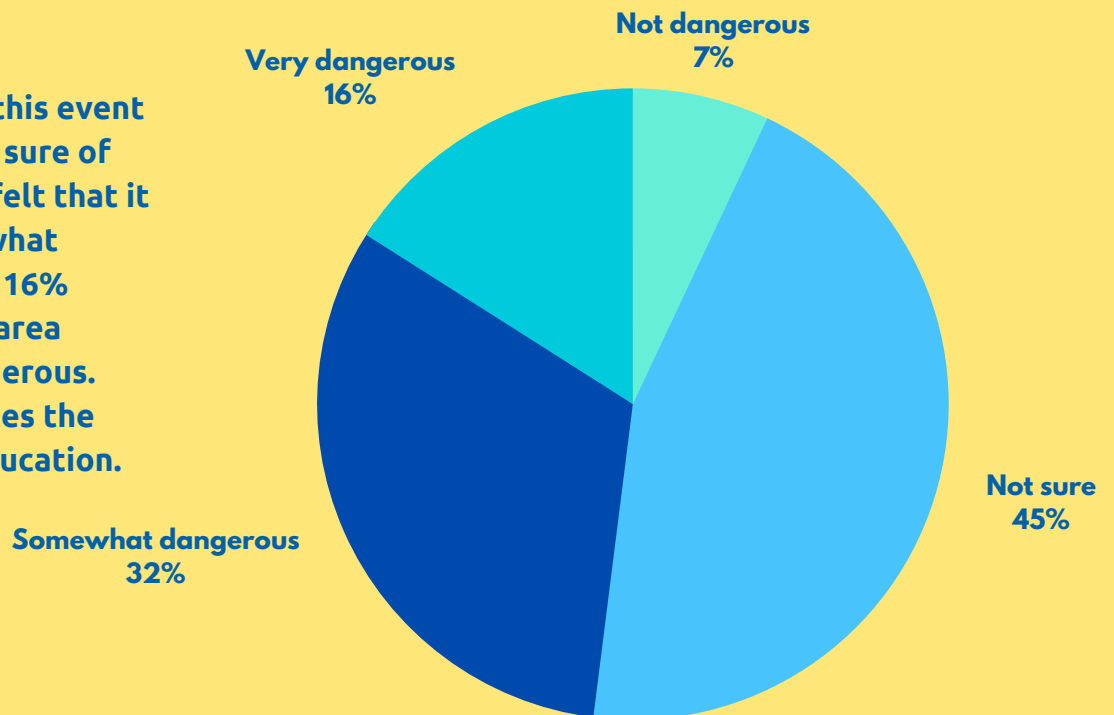
of participants identified as being able to speak a language other than English.

The below word cloud indicates the languages spoken. The bigger the font of the word, the more commonly spoken in this group.

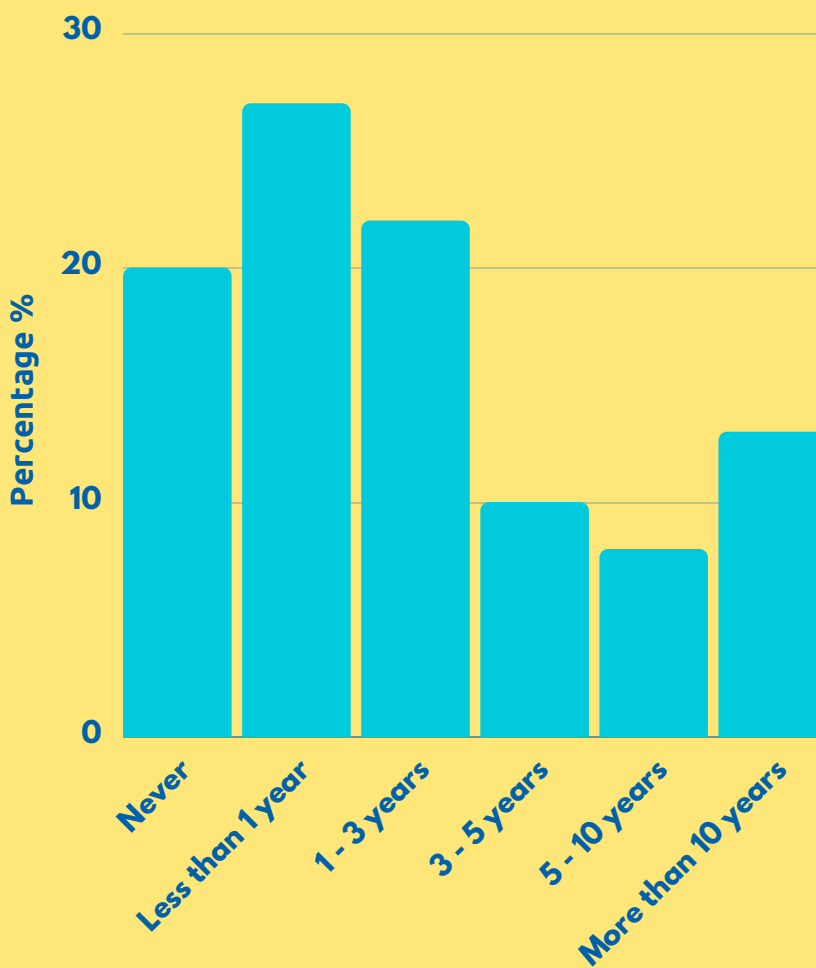


Participants were asked using multiple choice, how dangerous they believed Bondi to be for rock fishing. The following is an analysis of their answers.

The majority of participants at this event were either not sure of the dangers or felt that it might be somewhat dangerous with 16% identifying the area being very dangerous. This data signifies the important of education.



Participants were asked to identify how long they had been rock fishing prior to the event.



The majority of participants to this event indicated that they had less than 1 year experience with an additional spike of fishers with 1-3 years experience.



COASTAL SAFETY SESSION

STAKEHOLDER FEEDBACK

Project stakeholders were invited to provide feedback on the coastal safety sessions and activities. Below highlights some key feedback received.

"From what I saw - A lot of work went into organising each event, well done to Julia and her Life Saving team. The attendee's participation in each of the 30 minutes workshops was a good way to do it with the delivery of each workshop presentation by the presenters was excellent. The show and tell throughout the day was done well by all presenters. Especially the water activities by the Surf Life Savers and Police. Great team work !!!"

"We need to prioritise Sydney and near Sydney locations over regional locations, i.e. one only north of Newcastle and south of Kiama, rest in Sydney."

"Engaging and practical activities that demonstrate safety info. A day that allowed for the entire family to participate equals better participation from community. Great incentives for participation - life jacket, lunch etc. Excellent communication from organisers. The assistance organisers provided to help people register for the day was amazing."

"Quite a few of the participants spoke very little English, we need to have more specific workshops for them with appropriate translators."

"Avoid peak summer and the peak fishing season as it takes away fishing time from people that would want to attend. You can get more people this way."

"Pretty much everything was positive! The team were outstanding and great to work with. Discussions with participants on the day and their general feedback was all very positive. You could see they were actually engaged, not just there for the lifejacket."

"The registration for the event is very detailed and might be too complicated for some of the target groups not confident in English. However the data that was captured in the form is also really helpful for us and for planning the event."

"It was so great to see the enjoyment had from participants on the day. It had a real positive and family feel to it which made communities feel very comfortable to ask questions and talk to staff. Really well done."



IN-COMMUNITY ROCK FISHING SESSIONS

Additional in-community rock fishing education and engagement was supported through a number of water safety and rock fishing safety specific events. These sessions included fully in-language delivered sessions targeted at specific cultural groups.

166

lifejackets were handed out during in-community events.



EARLY CHILDHOOD CLASSROOM SESSIONS

As part of the project strategy, a new early childhood session was developed and delivered within childcare centers and early primary classrooms across NSW. These sessions became vital in educating communities in safe rock fishing and coastal water practices, that were otherwise unreachable. These sessions not only allowed us to educate young children on water safety but also allowed us to reach adult members of the classroom in the promotion of both rock fishing safety messages and also in the promotion of coastal safety sessions. These early childhood sessions were vital to supporting the "whole of community" and "whole of family" approach to education as part of this project's strategy.

Children wore a sticker home stating "ask me how to stay safe while fishing" as a method to engage parents and families. Children also took home rock fishing safety resources to be given to parents and families. Fact sheets were provided in English and in languages relevant to the cultural demographics of the center.



The book **Rohit by the River**, written by Louise Lambeth, was utilised to tell a story, that underpinned the core learnings of these sessions. The story of Rohit, his family and friends, was utilised to connect with children and their own experiences in and around water.

Sessions were developed to be highly interactive and sensorial, allowing children to learn through sight, sound and touch. Children were involved in packing a bag and getting dressed up as well as using their hands to touch and feel different shells, rocks, plants and creatures found on a rock platform and in a rock pool, learning about sharp, soft, slimy, slippery and other tactile sensations.



55

early childhood
sessions delivered.



1,630

children directly
educated.



3,300

estimated family
members reached.



KEY CONTENT



How to stay safe in and around water.



How to prepare for a safe day on the coast.



How to use our senses to understand the environment and conditions around us.

Swimming, playing or exploring, with a focus on fishing and exploring rock platforms.



**"So many activities!
Children learn a lot about
what they should do to
stay safe"**



Eliza
Kidz Printz Early
Learning Centre, St Ives.



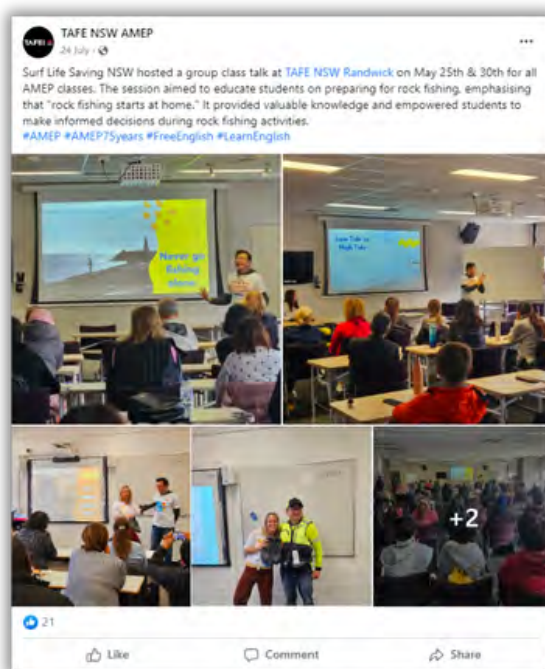
ADULT ROCK FISHING CLASSROOM SESSIONS

As part of the project strategy, a new adult classroom program was developed and delivered, focusing on rock fishing safety. These sessions were vital in educating communities in safe rock fishing and coastal water practices in a classroom environment. These sessions were heavily supported and promoted by TAFE NSW and especially within their Australian Migrant English Program (AMEP) allowing us to reach community members newer to Australia.

Sessions consisted of a 45-60minute interactive presentation focused on key rock fishing safety messages. Sessions were primarily delivered in English, with support of in-language presenters and local staff.



Rock fishing safety equipment, inclusive of cleats, spiked boots and lifejackets were made available for students to view and try on.



18

TAFE classroom sessions delivered



385

students directly educated.



820

estimated family members and friends reached.



KEY CONTENT



How to prepare for a safe day of rock fishing.



How to pick a safe spot.



How to stay safe while rock fishing.



What to do in an emergency situation.



Key message to participants is that "rock fishing safety starts at home".

"Really informative, pitched at a really good level. Lot's of interaction so students can follow"



Helen
TAFE NSW
Randwick Campus





MEDIA & RESOURCES

To ensure a comprehensive and multi-faceted approach, a series of media and resources were created to support continued education of communities and promotion of key rock fishing safety messages and information.

SITE SPECIFIC FACT SHEETS

10 site specific fact sheets were created to support a greater awareness of key hazards and dangers at each of the ten locations visited as part of the coastal safety sessions.



A map allows identification of varied fishing areas as well as key safety equipment.



Symbols are utilised to identify locations as high danger and high risk.

Each fact sheet is linked to a site specific page on the Beach Safety Hub to allow them to view more information and watch the hazard awareness video.

Basic rock fishing safety messages are included on each of the fact sheets as a reminder of the importance of following basic safety procedures.

HILL 60 | PORT KEMBLA

Learn more about safe rock fishing at Hill 60.

beachsafetyhub.org.au/hill60

RISK LEVEL: HIGH - EXTREME
DIFFICULTY: HIGH - EXTREME
SKILL LEVEL: VERY EXPERIENCED

Hill 60 should not be attempted by inexperienced rock fishers and without proper preparation

Strong winds and large swells can pound the area from both Southern and Easterly directions.

Surrounding rock ledges are high at around 10 foot or 3 meters.

Terrain is very rocky and some areas of the platform are densely covered in slippery algae.

Areas of the platform, like Honeycomb rocks, can be easily cut off from the main headland from surging waves and rising tides.

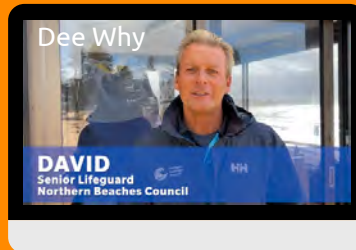
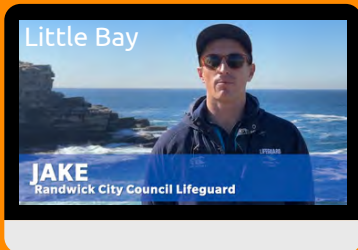
In a rising and high tide, waves surge through the area. You must understand the tide and conditions before fishing in this location.

DON'T FORGET THE BASICS!

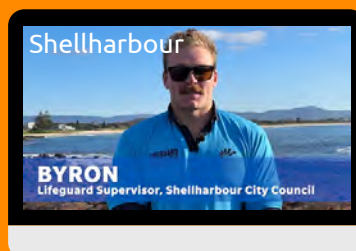
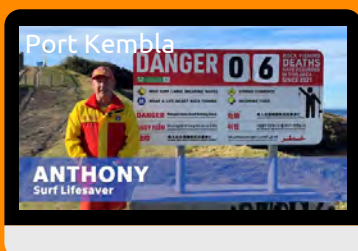
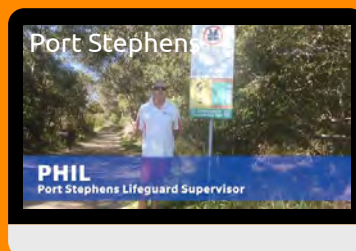
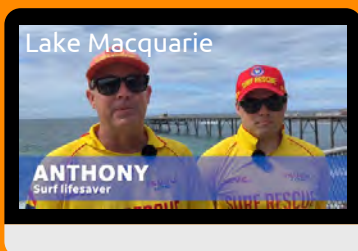
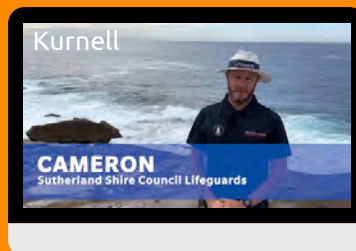
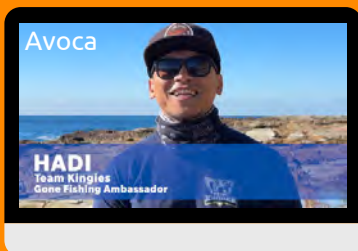
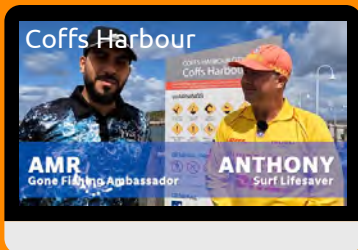
- Never go fishing alone, it's more fun to fish with others and it's much safer.
- Always check the conditions before you go. Know the tide, swell and wind and how it will change across the day.
- Take time picking a safe spot that is sheltered and easy to exit from quickly if you need to.
- Wear the right footwear; rock fishing boots, cleats and non-slip, light weight sand shoes.
- Always wear a lifejacket. Make sure it fits well and is correctly and securely done up.
- B** Don't risk your life for a fish! If it looks dangerous make a plan B or find a different spot.

SITE SPECIFIC VIDEOS

10 site specific videos were created to support a greater awareness of key hazards and dangers at each of the ten locations visited as part of the coastal safety sessions.



Local lifeguards, lifesavers & rock fishers provided hazard tours of each area, outlining specific information around location dangers, hazards and safety equipment.



RESCUE DEVICES



SAFETY SIGNAGE

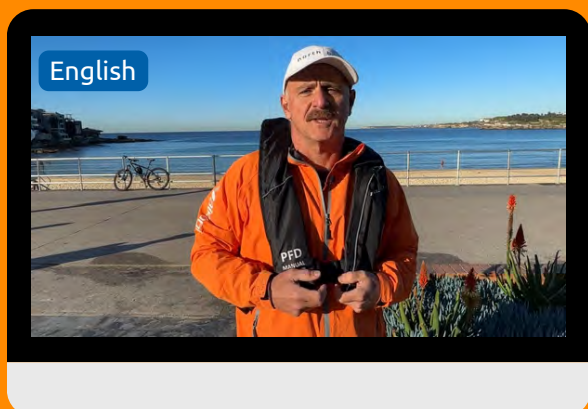
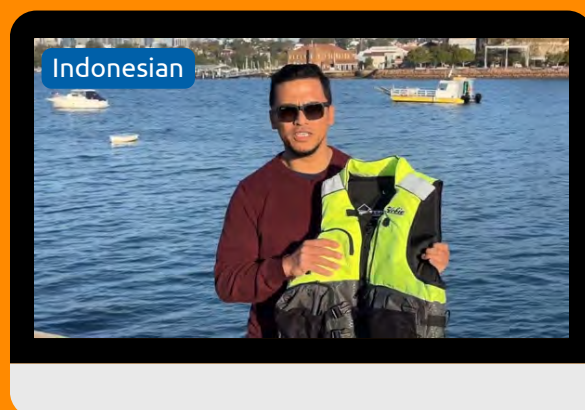
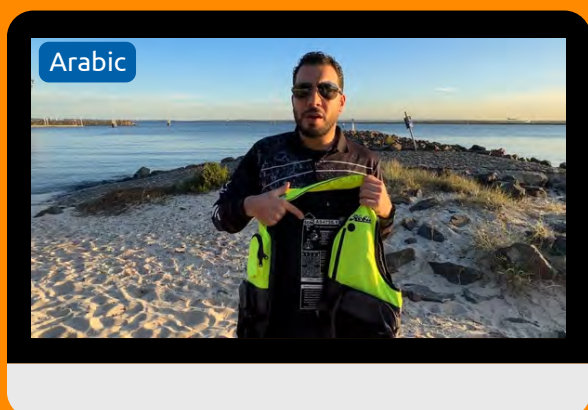
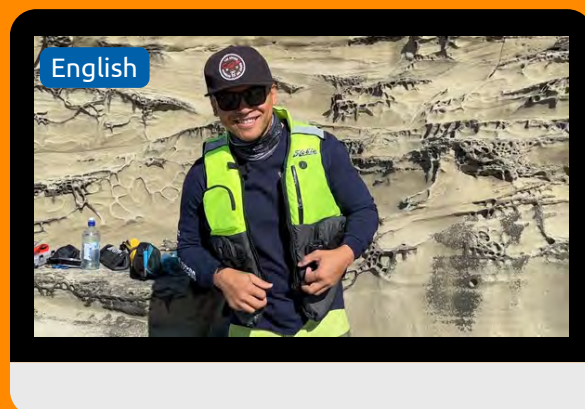


LOCAL DANGERS

LIFEJACKET EDUCATION

MULTILINGUAL VIDEOS

5 lifejacket fitting and educational videos were created to support increased awareness of the vital importance of lifejackets. These videos have been created in 4 separately narrated languages.



These videos feature the Hobie Lifejacket given away to participants at the coastal safety sessions and discuss safety ratings, key features, maintenance and a detailed fitting overview.

VIEW MEDIA ONLINE

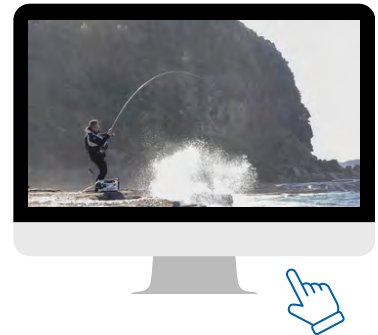
beachsafetyhub.org.au/rock-fishing-project

COMMUNITY STORIES

Story telling is an important aspect of community education and supports a greater sense of connection to safety messaging. As an addition to this rock fishing project, two new rock fishing focused community stories were captured and shared as short films. These stories reflect upon personal experiences with rock fishing related incidents and rescues.

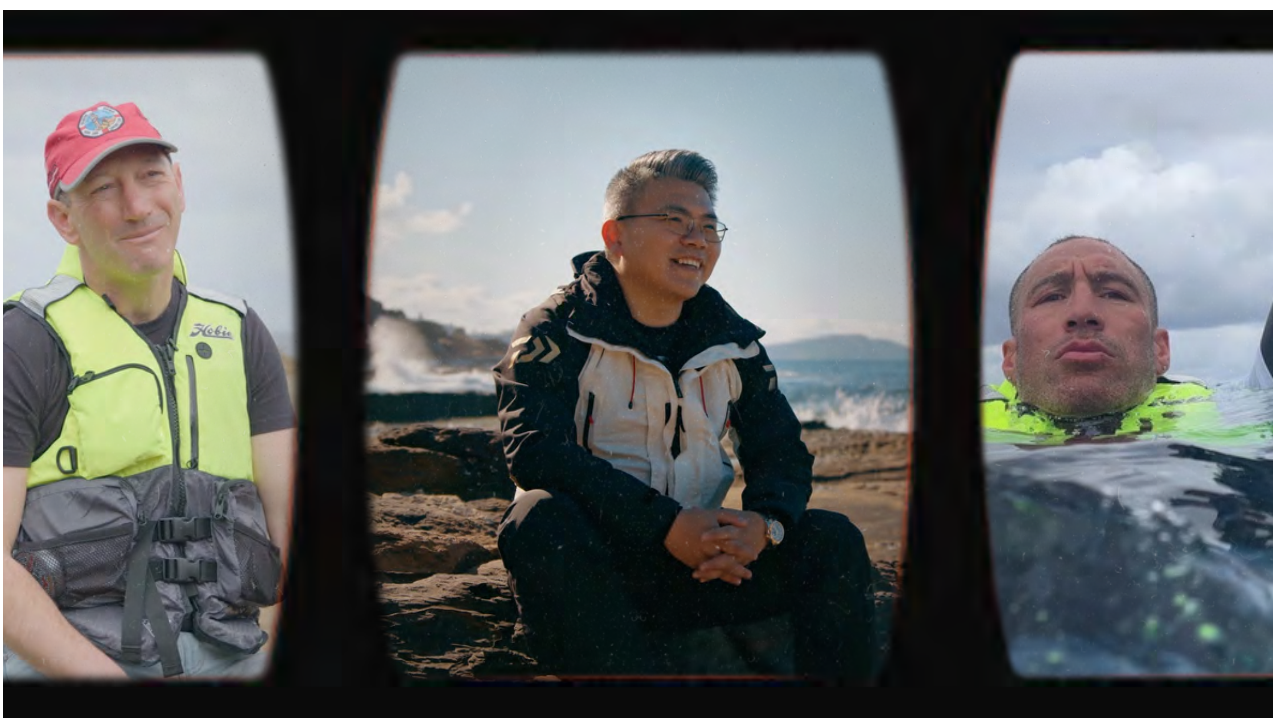
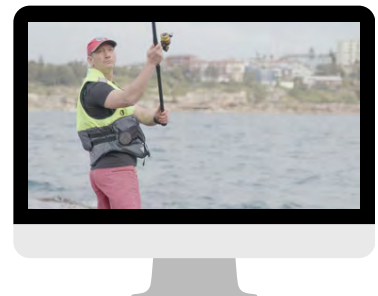
ORA'S STORY

Originally from China, Ora shares his life changing experience after falling off the rock platform at Kurnell - a well-known and highly dangerous rock fishing spot. Ora opens up about his experience in the water, in the cold, without being able to escape. On a day when two other rock fisherman fell in and drowned, Ora did one vital thing that saved his life - he wore his lifejacket.



YONI'S STORY

As both a Surf Lifesaver and a avid rock fisher, Yoni brings a diverse array of experiences. Yoni shares his passion for rock fishing and for the ocean and tells the story of an incident that occurred at North Bondi where he rescued a rock fisher who had fallen in the ocean while wearing waders.



SOCIAL MEDIA & PROMOTION

#REACH



1,800

Facebook likes



600

Instagram likes



400

LinkedIn likes



13,186 Eventbrite views

Coastal safety session registrations were received through the platform Eventbrite.



Social media numbers only counted for SLSNSW posts.





Councils were a great support for promotion of coastal safety sessions.

In some locations, coastal safety sessions were promoted using flyers placed up in fishing tackles shops and local community stores.


Port Stephens Council
18 h · 🌐

Want to learn how to keep yourself safe while fishing on our coastline? Interested in learning new rock fishing skills? 🎣

Join us for this free, fun and informative day of workshops around rock fishing. We'll provide a free lunch, and you'll also receive a free Hobie lifejacket valued at \$160!

Full details and registration link in the event 📌

Brought to you by [Surf Life Saving NSW](#).




SAT, 29 APR AT 09:30 UTC+10
Port Stephens rock fishing safety skills day
Birubi Point Surf Life Saving Club
14 people interested

4:32

facebook

GONE FISHING

More than forty people turned out to Shellharbour Life Saving Club to learn the vital safety measures and skill-building techniques specific to rock fishing - the popular but often deadly pastime. Participants ranged from all kinds of cultural backgrounds, ages and rock fishing experiences. Today's clear conditions allowed for an off-shore rescue demonstration with maritime and fishing experts. Each participant went home with a brand new life jacket.




74 likes · 3 comments

Home Friends Watch Marketplace Notifications Menu

Hunter Surf Lifesaving

#GONEFISHING // Interested in learning new rock fishing skills? Interested in learning expert rock fishing insights about rock platforms at Port Stephens? Would you like to take home your very own Hobie lifejacket for free?

Join Surf Life Saving NSW at Birubi Point SLSC for this fun and informative day of workshops around rock fishing. Bring a friend, bring your family or come by yourself and make some new friends! Experts including experienced lifeguards, lifesavers, and local rock fishermen will bring you key knowledge on what you can do to keep yourself safe while fishing.

To register, head to <https://bit.ly/GoneFishing-PortStephens> or scan the QR code!

#myyoslife #nsw #CommEd



GONE FISHING
Rock Fishing Safety & Skills Day

FREE HOBIE LIFEJACKET VALUED AT \$160!

SATURDAY 29th April 2023
Birubi Point SLSC
9.30am to 3.30pm

Coffs Harbour Road Safety

Teach Yourself Rock Fishing Day
Sat, 3 December 2022, 9.30 am - 3.30 pm Jetty Beach

Interested in learning new rock fishing skills? Want to learn how to keep yourself safe while fishing on our coastline? Join us for this fun and informative day of workshops around rock fishing. Bring a friend, bring your family or come by yourself and make some new friends! And always look your bike or car while fishing.

Bookings: <https://www.eventline.com.au/coffs-fishing-gone-fishing>
#rockfishing #teachyourselfrockfishing



GONE FISHING @ COFFS HARBOUR
Rock Fishing Safety & Skills Day

FREE HOBIE LIFEJACKET VALUED AT \$160!

Free Lunch! Priority Free Fishing Skills Beach Safety

SATURDAY DECEMBER 3
Coffs Harbour Jetty Beach
9.30am to 3.30pm

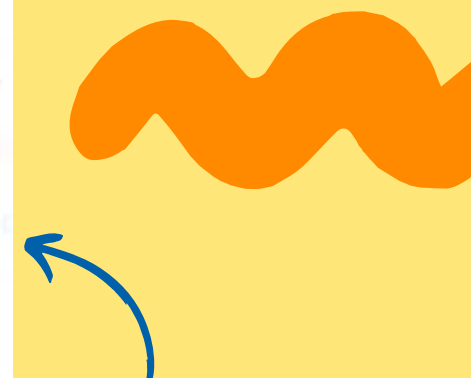
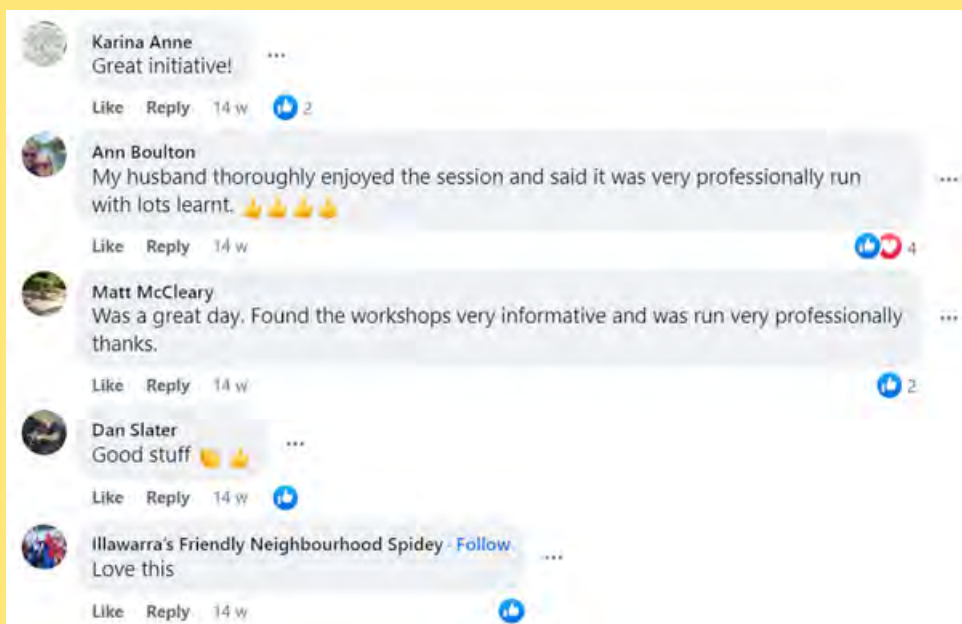
LEARN MORE & REGISTER NOW
<https://www.eventline.com.au/coffs-fishing-gone-fishing>

Coffs Harbour Lifeguards
Thursday at 11:00 AM

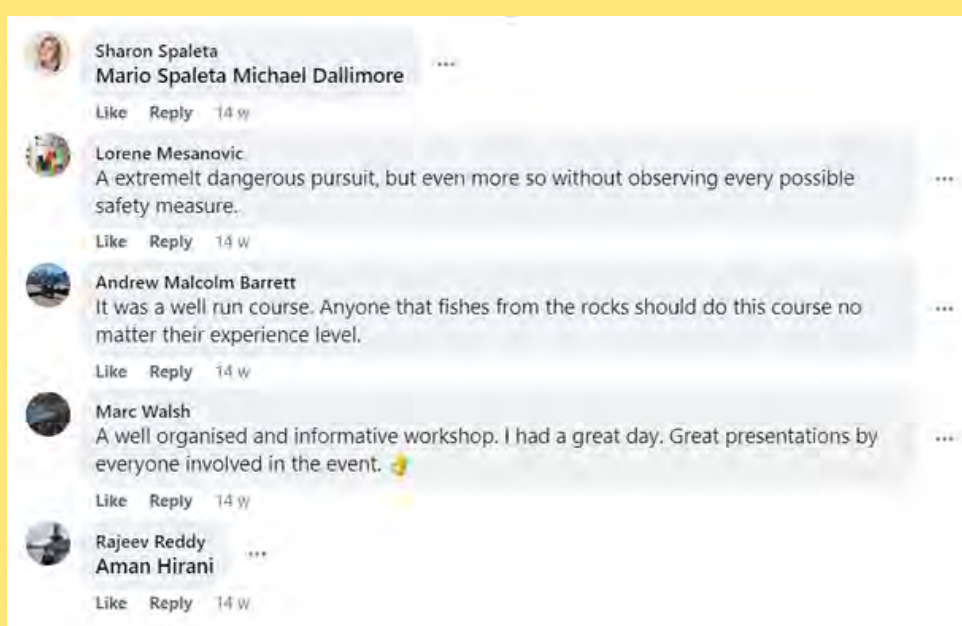
Get down to Jetty Beach at 9.30am, Saturday 3rd December to learn how to stay safe whilst rock fishing.



Communities sharing their own family stories around rock fishing and drownings.



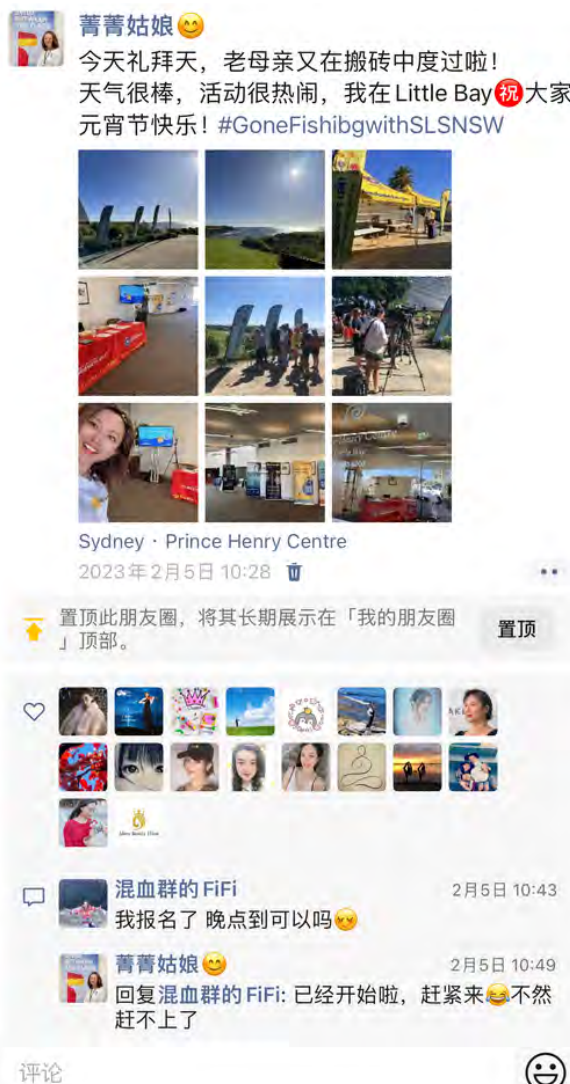
Lot's of positive community feedback.



Communities identifying the vital importance of events such as the coastal safety sessions.



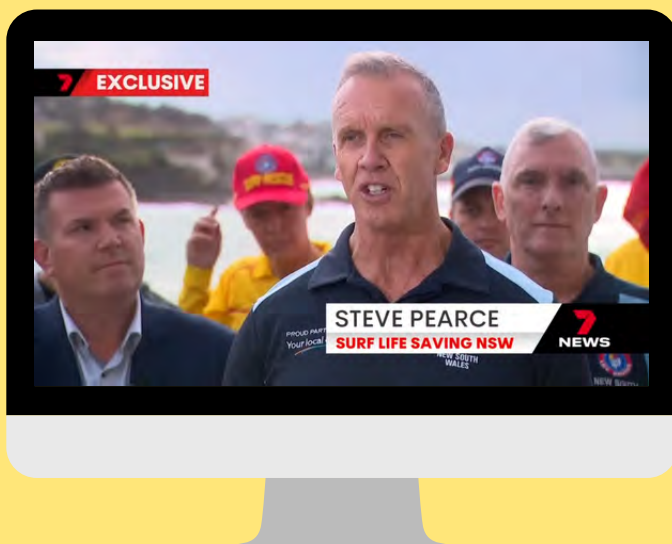
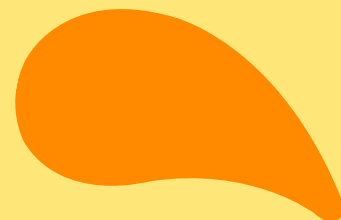
Multilingual social media channels were used for promotion and education ensuring that we reached target audiences.





Avon Beach
SURF LIFE CLUB

NEWS COVERAGE



LEARNINGS & RECOMMENDATIONS

As a unique and newly developed project, there have been many learnings along the way. A few key learnings are highlighted below.

Learnings & Recommendations



Communities from non-English speaking backgrounds (NESB) and individuals with low-English speaking abilities were highly engaged in attending educational sessions and learning more.



Preparation and provision to cater for accessible learning for individuals who are unable to understand or confidently communicate in English is vital and it is recommended that translators and smaller in-language sessions are strategically prioritised for target community groups.



Observational and practical sessions were highly valued by participants during coastal safety sessions and received a high volume of positive feedback, indicating these to be vital to real learning.



Theoretical learning must be accompanied by practical or observational education, in which participants can interact with real life situations and demonstrations. Practical learning solidifies theoretical concepts and provides a way to learn that transgresses language barriers.



The use of targeted rather than wider promotion through organisational networks and specific communication channels helped to ensure that participants to each location were those identified as most at risk.



A strategy for promotion must be prioritised and planned aimed specifically at audiences most at-risk. A staged approach is recommended whereby promotion begins small, aimed at the core target group and then gradually expands outwards to other identified targets.



Data collected during registrations and post session surveys has proven vital to ensuring that the education and activities provided are responsive to needs and it has also allowed for a greater understanding of rock participants, their comprehension of rock fishing safety and risk taking.



Data collection from communities and participants should be key priority in planning and development. Questions should be kept simple with allowances for both multiple choice and open-ended questioning. Language support needed for communities should also be planned.



A vast majority of interest for attendance at coastal safety sessions and for classroom sessions was from Greater Sydney and surrounds with most coastal sessions in these areas acquiring waitlists for registration. Smaller sessions worked well in high-risk locations outside of this central area.



While opportunities for education and engagement should be made available within all targeted and high-risk communities, it is recommended to focus the majority of time and energy on more central and higher density locations.



Coastal safety sessions were developed as family friendly days, with special children and family tents and activities to engage in along with specific staff to engage families in fun activities and learning. This aspect of the sessions was highly praised by participants.



While some activities are not appropriate for young children and whole families, we recommend including whole of family focussed activities as a vital component of any rock fishing safety targeted program. This is especially important where key target groups are from diverse cultural backgrounds.

FUTURE PROJECT IDEAS & RECOMMENDATIONS FROM STAKEHOLDERS.

"Obtain funding for properly educating the staff who sell lifejackets to the public, so rock fishers know how to use the lifejacket. Including some online standard information."

"Incorporate basic first aid training in programs in case of rescues and hypothermia"

"A state-wide certified training course for rock fishers should be developed. Those who do the course should be given a discount on their fishing license fee. And their license should say they've done the course. While the course would be voluntary, there is capacity to consider making it mandatory in the future for all fishers who want to fish the rocks."

"Have specific rock fishing safety open days to all the community stalls and experts etc These can be done at various coastal locations on the foreshores, can also be done in Council Event Centers."

"Creating more practical programs, such as lifejacket fitting courses and holding in-water training and educational sessions for rock fishers so we can increase practical skills and learning."



ROCK FISHING SAFETY CAMPAIGN & FUTURE DIRECTIONS.



Rock Fishing Safety Social Media Campaign.

Media and resources captured and created across the project will be launched, through social media and developed networks, across NSW communities over the 23/24 season.



Future strategy for continued rock fishing safety engagement & education.

Utilising the data, feedback and insights captured across this project, a new strategy will be developed that will leverage project successes and will ensure continued availability of rock fishing safety education opportunities for communities.



Key rock fishing & community stakeholder working groups & strategy sessions.

Future strategies will remain a collaborative approach and as part of future planning, key stakeholders within the rock fishing and community space will be engaged in workshopping and future planning of educational strategies.



K FISHING
OWNING
TION NIGHT

Life Saving NSW



ROCK FISHING DROWNING PREVENTION NIGHT

To celebrate and communicate key successes and findings of the rock fishing project, a drowning prevention night was held in Sydney's Bankstown. This event brought together a diverse array of stakeholders, enabling an open discussion around rock fishing safety and strategies, drowning prevention and rescues, culturally diverse communities, challenges, barriers and future directions.

VIEW FULL EVENT ONLINE

www.beachsafetyhub.org.au/rock-fishing-project



ACKNOWLEDGEMENTS

We would like to take this opportunity to acknowledge the Recreational Fishing Trust for the provision of project funding.



Recreational
Fishing Trusts



Regional
NSW



Department of
Primary Industries

Lifejackets supplied
by Hobie Asia Pacific



GET OUT ON THE WATER

ACKNOWLEDGEMENTS

With a key focus on collaboration, we would like to acknowledge the many organisations that have played a central role in supporting and promoting this project.

DEPARTMENT OF PRIMARY
INDUSTRIES

TRANSPORT NSW - MARITIME

NSW POLICE MARINE AREA
COMMAND

NSW POLICE FORCE

MARINE RESCUE NSW

NATIONAL PARKS

PORT STEPHENS COUNCIL

AVOCA BEACH SLSC

NORTHERN BEACHES COUNCIL

RANDWICK CITY COUNCIL

SHELLHARBOUR CITY COUNCIL

WOLLONGONG CITY COUNCIL

CENTRAL COAST COUNCIL

KIAMA MUNICIPAL COUNCIL

COFFS HARBOUR CITY COUNCIL

LAKE MACQUARIE CITY COUNCIL

WAVERLEY COUNCIL

SUTHERLAND SHIRE COUNCIL

SHELLHARBOUR SLSC

AVOCA BEACH SLSC

NORTH BONDI SLSC

SETTLEMENT SERVICES
INTERNATIONAL

TAFE NSW

WELCOMING CITIES

ADVANCE DIVERSITY SERVICES

SOUTHWEST MULTICULTURAL
AND COMMUNITY CENTRE

MULTICULTURAL COUNCIL OF
ILLAWARRA

SURF LIFE SAVING NORTH COAST

SURF LIFE SAVING ILLAWARRA

SURF LIFE SAVING HUNTER

SURF LIFESAVING SYDNEY

SURF LIFESAVING CENTRAL COAST

SURF LIFE SAVING SOUTH COAST

SURF LIFE SAVING ILLAWARRA

AUSTRALIAN UAV SERVICE

COFFS HARBOUR SLSC

NORTH BONDI SLSC

DEE WHY SLSC

BIRRUBI POINT SLSC

CATHERINE HILL BAY SLSC

BONDI SURF BATHERS SLSC

MEMBERS OF THE ILLAWARRA, WESTERN SYDNEY, SOUTH WESTERN SYDNEY
& SOUTH EASTERN SYDNEY CALD WATER SAFETY COMMITTEES.

ACKNOWLEDGEMENTS

With special thanks to:

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Louise Lambeth
Peter Lambeth
Sally Mac
Mandy Nour
Turkan Aksoy
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Cameron Pyett
Bede Elphick
Giselle Budd
Ben Brewer
Ray Lonsdale
Gavin Beck
Wander Godinho
Russell Agland

Thank you to all individuals, lifesavers, lifeguards, council and organisational representatives who provided their time and energy in supporting this project.

Project developed and delivered by the Surf Life Saving NSW Community Education team; Jenni Clarke, Mike Anderson, Ryota Iwasaki, Jingjing Wu, James Worrall and Julia Kiss.



SURF LIFE SAVING
NEW SOUTH WALES

