



Australian Government
Department of Agriculture,
Fisheries and Forestry

AUSTRALIAN ANIMAL WELFARE STRATEGY

Milestone [NUMBER] Report

Grantee Name	DigsFish Services Pty Ltd
Project Number	AW1011-08
Project Name	Development of resources to promote best practice in the humane dispatch of finfish caught by recreational anglers
AAWS Goal and Objective	AAWS Objective 2, goal 2

Details of person completing report

Name	Dr Ben Diggles
Position	Director
Email address	ben@digsfish.com
Daytime phone number	0403773592

INSTRUCTIONS

Completing and Submitting your Milestone Report

Your Milestone Report is made up of six parts:

1. Progress on Activities and Key Performance Indicators
2. Future Project Activities
3. Other Project Information
4. Project Audited Financial Statement (separate template)
5. Certification and Declaration
6. A tax invoice for the next payment

All six of these parts must be submitted as part of the Milestone Report. Payment cannot be made on the next stage of your project until all this information is received by DAFF for approval. All reports must be made on the templates supplied by DAFF. Please fill in all sections and mark N/A if not applicable.

Tax Invoices –To receive a payment from the department tax invoices must include:

- Date
- Full Grantee name and ABN
- The department reference number (AW1011-08)
- Brief details (e.g. Final payment for AW1011-08)
- Invoice amount (GST exclusive), GST amount and Total (GST inclusive) for this payment
- Department of Agriculture, Fisheries and Forestry’s ABN 24 113 085 695 and address as follows:

Peter Thornber
Animal Welfare Unit
Dept of Agriculture, Fisheries and Forestry
GPO Box 858
CANBERRA ACT 2601

Audited Financial Statement- The project income and expenditure statement for the period must be signed by a certified accountant. A separate template will be provided.

Submitting Report - Once complete, the Milestone Report should be emailed to animal.welfare@daff.gov.au and posted to the department. Please include your project number in the subject of the email. To post any hard copies, please use this address:

Peter Thornber
Animal Welfare Unit
Dept of Agriculture, Fisheries and Forestry
GPO Box 858
CANBERRA ACT 2601

Please ensure the bank account number on the tax invoice matches the details in the Funding Deed.

1. REPORT ON MILESTONE PERIOD

1.1 Milestone activities - What has the project achieved?

Complete the table referring back to the activities and Key Performance Indicators listed for this milestone in the Funding Deed - Schedule 1.4 Milestones, Activities and Key Performance Indicators
Please report on this milestone reporting period only.

Activity (As per current Milestone in Schedule)	Activity completed	Comments / progress during this reporting period (Detail how well the KPI was achieved and any obstacles encountered)
<p>Milestone 3: Completion of Phase 2: Preparation of Extension Materials</p>	<p>95% completed, but additional outputs also generated</p>	<p>Another 5 additional fish species were collected, photographed and x-rayed in an opportunistic manner during the second phase, bringing the total library from 64 to 69 fish species that have been anatomically assessed for brain location during the course of the project. These, together with the photos, x-rays and composite illustrations developed during phase 1 of the project, were developed into various types of extension materials. The main extension materials developed to date include 3 types of A4 sized leaflets which outline to recreational fishers the most appropriate position for insertion of the brain spike to most effectively destroy the brain to facilitate immediate, humane dispatch of a wide variety of key recreational fish species. The A4 leaflets were organised into 3 versions that contain information for popular species commonly encountered by fishers in freshwater, estuarine and offshore fishing locations. See Appendices 1-3 for the final versions of each leaflet. The leaflets are currently being printed (minimum 50,000 each) and their public release have been embargoed until 8 August 2012 at which time up to 27,000 of each will become available to the public via a national mailout in the September 2012 edition of Fishing World magazine. The embargo has been applied to provide sufficient time to complete development of other extension materials (e.g. "how to" videos, and the static version of the ikijime.com website) so that their release coincides with several key industry events that are occurring in August, such as the first National Recreational Fishing Conference http://recfishing2012.com.au/ and the annual Australian Fishing Trades Association Tackle Show, both which are being held on the Gold Coast from 17-22 August http://aifta.net.au/site/events.php?task=detail&id=0011.</p> <p>In addition to the leaflets, the overlays of the composite illustrations themselves were considered to be highly useful resources that should be made available to recreational fishers electronically. Two trial examples of the animated electronic versions of the overlays can be found at http://huxburyquinn.com.au/clients/ikijime/. The most appropriate way of presenting this information to the public was considered to be placement of the illustrations onto a dedicated website (www.ikijime.com). As of 30 June, all of the overlays have been uploaded onto a website and a static site is being developed to accommodate them using in-kind funding. The website will</p>

		<p>be live on or before the August 8 deadline. See Section 1.3 for more information on development of the website being used for deposition of this project material.</p> <p>Two fishing magazine articles were developed in conjunction with this project. One article containing an electronic reader survey was published on February 8 2012 on the Fishing World website (See http://www.fishingworld.com.au/news/humane-dispatch-survey and Appendix 4). The survey ran for 100 days, and the results were summarised in another fishing magazine article (Appendix 5) which is scheduled to be published on the Fishing World website on 8 August 2012 in conjunction with the release of the video and the September issue of the magazine containing the leaflets. The survey results were also included in the draft Literature Review document that was published during Phase 1 of the project. The finalised version of the Literature Review document is included here as Appendix 6. See Section 3 for a brief summary of the survey findings.</p> <p>The only milestone outstanding at this time is completion of the video that was planned for display on internet websites. The delay in production of the video is due to the fact that the printing of the A4 leaflets has yet to be completed, as it was considered that the leaflets needed to be on hand when the video was shot. However, the video production is due to commence in July as soon as the leaflets are printed so that it can be edited, post-produced (incorporating feedback from AAWS) and made available on the Fishing World, Ikiijime.com and AAWS websites by the August 8 deadline we have negotiated with the recreational fishing media for the launch of the extension component of the project.</p> <p>Additional outputs</p> <p>In addition to the original milestones agreed to by contract for this project, two additional outputs have been generated. Firstly, an electronic reader survey examining recreational fisher behaviour in relation to how they dispatch their fish was published on February 8 2012 on the Fishing World website (See http://www.fishingworld.com.au/news/humane-dispatch-survey and Appendix 4). A brief summary of the survey findings can be found in Section 3 of this report and also in the Literature Review document (Appendix 6). Secondly, the www.ikiijime.com website has been started and will go live online before August 8 in a static manner using some of the data contained in Appendix 7, to provide a repository for the graphics (including electronic overlays) generated during this project. These data could not be included in the A4 leaflets (or any of the project reports for that matter), due to space and technical constraints. See Section 1.3 for more information on development of the website.</p>
<p>Milestone 4: Final Report</p>	<p>YES</p>	<p>The outcomes from this project are detailed in this final report (including 7 Appendices).</p>

1.3 Have there been any minor changes to the project objectives, activities, KPIs or budget?

(Note: Minor changes do not significantly alter the project from what was approved and outlined in the funding deed)

Yes

If Yes please detail below what changes occurred and why.

Budget

The additional interest and unutilised funds held in trust in our account from the first phase of the project (\$1155.01) plus some of the additional interest gained during the second phase of the project (\$294.82), were allocated to cover the cost of purchase of additional leaflets. Based on expended and projected spending for the remainder of the project, a projected surplus of \$542.18 from the operating budget for distribution of the extension materials (milestone 8) can also be added to this, meaning that a total of up to \$1992.01 may be available for allocation for printing of additional leaflets (see appended budget summary spreadsheet, Appendix 8). We will also encourage key entities in the recreational fishing industry to contribute additional funds from the industry, to try to boost the number of leaflets produced during the additional printing run even further.

As Milestone 7 has not been fully completed to date, the allocated consultant fees for this milestone have not yet been paid, and will only be paid once the milestone is completed. Similarly, as milestone 8 has not yet been fully completed to date, the allocated consultant fees and some of the operating costs for this milestone have not yet been paid. The outstanding operating costs include allowance of \$800 to cover registration and accommodation for the AFTA tackle show, and \$850 that has been allocated to cover postage and freight for delivering leaflets around the country. A total of \$250 has also been allocated from the operating budget to pay an accountant for auditing services, as auditing was not accounted for in the original budget. The current budget nevertheless remains 3081.99 overdrawn, pending the final payment of \$21274, which when received will offset the projected outstanding expenses due of \$18192.01. We suggest this final payment should be paid on 30 August as per the attached invoice, after the tackle shows and conferences are completed and pending receipt of a satisfactory final audit document. The current state of the project budget for phase 2 is summarised in Appendix 8.

Extension plan

The extension component of the project will begin in August 2012 with the video going online to coincide with delivery of the first 81,000 leaflets via the September issue of Fishing World Magazine, which goes on sale on 8 August 2012. This is timed to coincide with a talk Dr Diggles will present relating to fish welfare during the first National Recreational Fishing Conference held on the Gold Coast on 17-19 August 2012. Additional leaflets will be offered to the organisers of the conference so they can be distributed to key industry stakeholders in the conference bags. Additional leaflets will also be offered to all retailers in their information kits during the 2012 Australian Fishing Trades Association (AFTA) TradeTackle Show held on the Gold Coast after the conference (August 20-22). Negotiations regarding distribution of leaflets to fishing clubs and peak bodies are also underway.

In kind support from DigsFish Services has been used to develop a static website at www.ikijime.com where the interactive electronic presentations developed during the course of the current project (see example at <http://huxburyquinn.com.au/clients/ikijime/>) have been uploaded together with information on iki jime from the leaflets, as well as the electronic versions of the 3 leaflets themselves. Development of a website as a final repository for the information generated during this project (which was far too voluminous to be contained solely in the 3 leaflets) appears to be a logical extension to the existing project and represents a fantastic opportunity to develop a more interactive learning tool in the future. In the short term a static website is being set up to display information for a limited number of species (n = 50) using in kind funds, so that anglers alerted by the leaflets can source additional information on iki jime, or look up brain location diagrams for species that could not be included in the brochures (due to space constraints). Ultimately, however, we envisage that the ikijime.com website should contain many more species, be interactive, with full search functions and other features that will make it more user friendly, a process which will require additional funding to develop further. As such, we have since submitted a new project proposal to the AAWS asking for funds to develop an interactive educational website so that we can find a permanent virtual home and explore the full potential of these rather exciting educational tools.

2. Future Project Activities

Provide details of any proposed changes for future delivery of project. This may include:

- any expected delays to activities and the reasons why the delays may occur
- any Milestone activities not to be conducted and why
- any Milestone activities likely to be changed and why
- any changes to KPIs
- whether you expect to complete the next Project Milestone in the reporting period agreed to in the funding deed. Noting that projects cannot be extended past May 31 2012.

(Note: Significant changes will require a Variation of the Funding Deed in accordance with Clause 10.1 of the Funding Deed)

The only milestone outstanding at this time is completion of the video that was planned for display on internet websites. The delay in production of the video is due to the fact that the printing of the A4 leaflets has yet to be completed, as it was considered that hard copies of the leaflets needed to be on hand when the video was shot. However, the video production is due to commence in July as soon as the leaflets are printed so that it can be edited, post-produced (incorporating feedback from AAWS) and made available on the Fishing World, Ikijime.com and AAWS websites by the August 8 deadline for the launch of the extension component of the project. Public distribution of the leaflets has been embargoed until the August 8 deadline represented by the magazine mailout.

The extension component of the project could not be entirely completed before June 30 for a few reasons. Firstly, it has taken longer than originally anticipated to receive permission for final sign off and printing of the leaflets. Because of this, production of the video has had to be postponed until the leaflets were available. The mailout of the leaflets was also delayed for the same reason but will be undertaken as soon as possible considering the lead times inherent with the fishing magazine publication process (earliest available publication date was 8 August). The formal distribution of the leaflets will begin with the delivery of up to 81,000 leaflets via the September issue of Fishing World Magazine, which goes on sale on the 8 August 2012. Survey data by Roy Morgan Research on newspaper and magazine readership in Australia as of May 2012 found that Fishing World magazine is Australias top selling fishing magazine, with a total readership of 1.0 -1.1% of Australias population over 14 years of age (194,000 – 208,000 people).

The magazine mailout of the leaflets is timed to coincide with the launch of the “how to” videos on the 3 aforementioned websites, and will occur around a week before Dr Diggles will present a talk relating to fish welfare (including of course, the new humane killing resources) during the first National Recreational Fishing Conference held on the Gold Coast on 17-19 August 2012 <http://recfishing2012.com.au/>. Additional leaflets have been offered to the organisers of the conference so they can be distributed to key industry stakeholders in the conference bags. The costs associated with booking space for the satchel insert in the conference bags have already been prepaid. Additional leaflets will also be offered to all retailers in their information kits during the 2012 Australian Fishing Trades Association (AFTA) TradeTackle Show which will be held on the Gold Coast immediately after the conference on August 20-22 <http://afta.net.au/site/events.php?task=detail&id=0011>.

The extension component of this project was always going to be an ongoing process, and a delay of 1 month to coordinate release of the leaflets with the relevant magazine issues, tackle shows and conferences is not expected to be problematic, especially considering the need for additional time to develop a static website (an extension component being produced with in kind funds as it was not originally envisaged at the start of the project). Nevertheless, the design and printing of the leaflets is being completed, and the magazine mailout, conference satchel insert and video production have all been booked and pre-paid. Development of the static ikijime.com website is progressing using in-kind support and we hope to attract additional funding to progress to a full interactive website design in due course.

3. Other Project Information

If applicable, please report on relevant information such as:

- Any assets created or acquired during the period covered by the report
- Any project materials and intellectual property (such as publicity and promotional materials, media coverage, manuals and system resources, etc) created
- Any other relevant information impacting on the project
- Any media coverage.

The primary assets created during this project was the literature review document (Appendix 6) and the three information leaflets detailed in Appendices 1-3. Information regarding the library of 69 species of finfish examined for brain location during the course of this project can be found in Appendix 7. To accurately determine the brain position in the fish examined, we developed overlays which were composites of external photographs of the fish and x-ray images. During this process, it became immediately evident that we had excellent and unique material that lends itself to a more interactive electronic presentation - see example at <http://huxburyquinn.com.au/clients/ikijime/>.

The opportunity to develop a more interactive learning tool with these materials became apparent to us, however, electronic media was required to develop the idea further and the most appropriate way of doing this was considered to be placement of the illustrations onto a dedicated website www.ikijime.com. In the short term, a static website is being developed with data from a limited number of species (n = 50), and will be live before 8 August 2012. Ultimately, however, we envisage that the ikijime.com website should have details for many more species, be interactive, with full search functions and other features that will make it more user friendly. This would require additional funding to develop further. As such, we have since submitted a new project proposal to the AAWS asking for funds to develop an interactive educational website on the iki jime method so that we can find a permanent home and explore the full potential of these rather exciting educational tools

We have also generated awareness of the project in the fishing media by alerting anglers that the project is underway, and by conducting a preliminary survey (<http://www.fishingworld.com.au/news/humane-dispatch-survey>) that examined the extent of angler use of humane dispatch methods for finfish. The survey ran for 100 days, attracting 450 respondents. The results were compiled and summarised in another fishing magazine article due to be published on the Fishing World website on 8 August 2012. (Appendix 5). The results of the survey were also included in the finalised literature review document (Appendix 6). The survey results can be summarised briefly as follows: Around 92% of respondents dispatched at least some fish during the course of their fishing trips; 55% of the respondents had used live bait at some time; the majority of respondents (79%) used best practice methods for killing their catch; only 13% of respondents indicated they killed their fish by exanguination alone; only 5% indicated that they killed their fish by asphyxiation.

In the funding application submitted to AAWS for the proposed interactive website, we also sought funds to conduct a follow up survey to determine whether the current project has increased awareness of best practice methods of humane killing of finfish caught by recreational anglers. Implementation of a follow up survey will be useful to gauge the effectiveness of the research, development and extension activities undertaken during the current project.

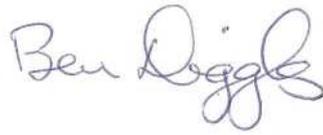
4. Audited Financial Statement

Please attach the audited financial statement for this milestone period.

5. Certification and Declaration

Project Manager

I certify that all the information provided in this Milestone Report is complete and accurate.

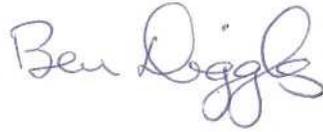


Print Name: Ben Diggles .Sign: .Date:29/6/2012

Position: ...Director.....

Chairperson, Chief Executive or Managing Director (or equivalent)

I declare that all the information provided in this Milestone Report is complete and accurate.



Print Name: Ben Diggles .Sign: .Date:29/6/2012

Position: ...Director.....

6. Tax Invoice

Tax invoices must include:

- Date
- Full Grantee name and ABN
- DAFF reference number (NGF R3#XX)
- Brief details (e.g. 1st milestone payment for NGF)
- Net amount, GST amount and total amount for this payment
- Department of Agriculture, Fisheries and Forestry's ABN and address