

A group of people are gathered in front of a large glass-walled building, possibly a harbor or aquaculture facility. In the foreground, there are several large, circular metal cages or traps on the ground, some with buoys attached. A man in a yellow hard hat and blue overalls is looking at one of the cages. Other people are standing around, some looking at the cages and others talking. The background shows a harbor with ships and buildings.

FRDC FISH Magazine Reader Evaluation and Feedback

April 2016



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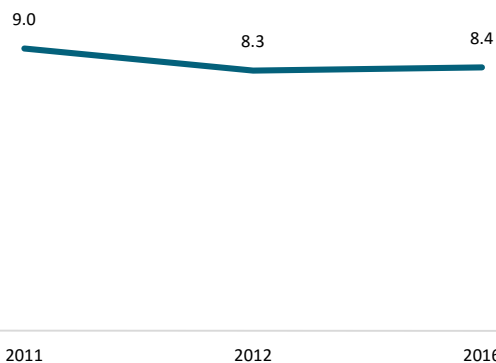
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headline results

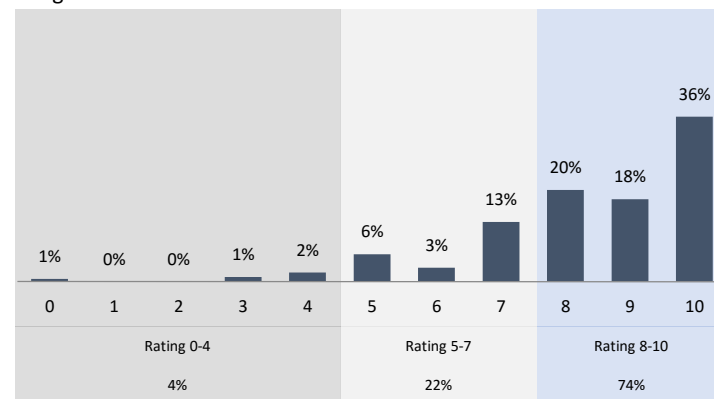
importance for FRDC to continue to produce/distribute the FISH magazine

Importance for FRDC to continue to produce/distribute the FISH magazine?



Base: All FISH subscribers; n= 202

Rating distribution



	Commercial fisher	Recreational fisher	Private consultant	Academic	Government representative	Other
n=	49	55	17	23	22	46
Importance of FRDC to produce FISH	7.9	8.6	8.3	8.4	7.9	8.6

What we asked:

Thinking about everything we've discussed, how important is it for FRDC to continue to produce and distribute the FISH magazine?

advocacy of the FISH magazine

Advocacy of the FISH magazine

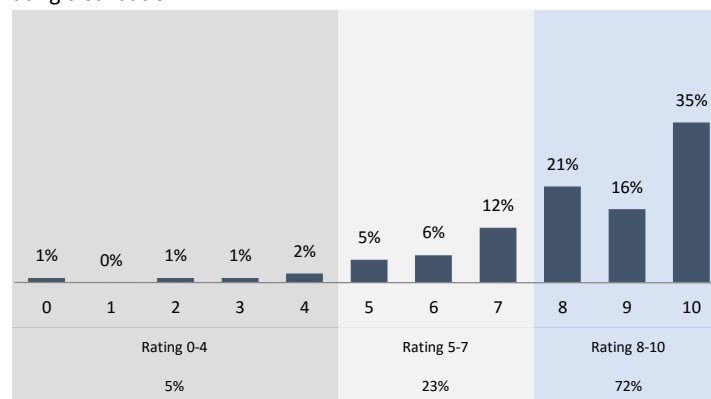


2012

2016

Base: All FISH subscribers; n= 202

Rating distribution



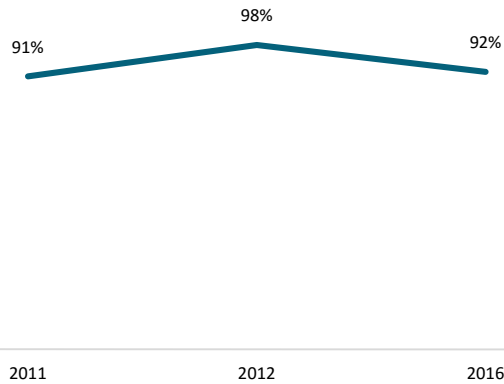
	Commercial fisher	Recreational fisher	Private consultant	Academic	Government representative	Other
n=	49	55	17	23	22	46
Recommend FISH	7.9	8.4	8.4	8.4	7.6	8.6

What we asked:

How likely would you be to recommend the FISH magazine to other colleagues or friends who have some association or interest in fishing and aquaculture?

reader awareness that FRDC produces the FISH magazine

Aware that FRDC produce FISH



Base: All FISH subscribers; n= 202

	Commercial fisher	Recreational Fisher	Private consultant	Academic	Government representative	Other
n=	49	58	17*	23*	23*	49
Aware	96%	78%	100%	96%	100%	98%
Not aware	4%	22%	0%	4%	0%	2%

*Note: small sample size – data indicative only

What we asked:

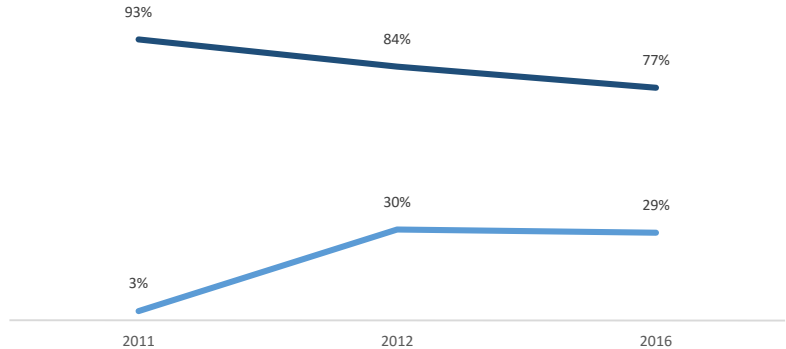
Were you aware that the Fisheries Research and Development Corporation (FRDC) produce and distribute the FISH magazine?



current reading and consumption behaviour

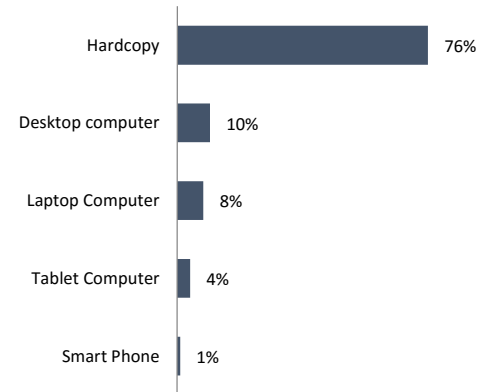
reading behaviour

How do you receive FISH magazine?



Multiple responses allowed – results may be greater than 100%
Base: All respondents n = 217 for 2016 results

Digital platform used to read FISH magazine?



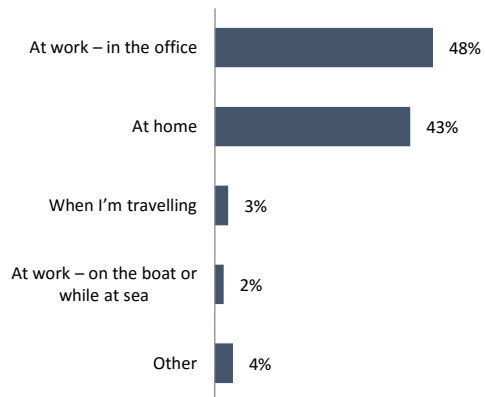
Base: All respondents n = 217

Including yourself, how many people read your copy of FISH?

3.3

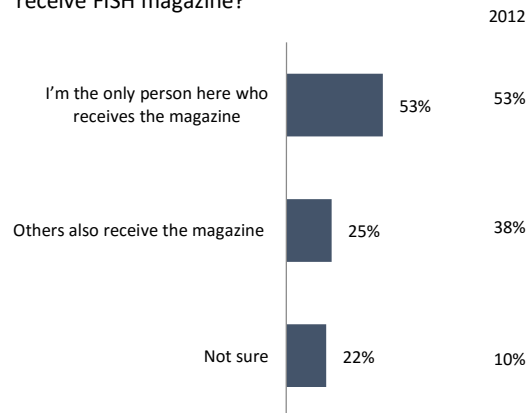
Base: All respondents n = 217

Where would you typically read FISH magazine?



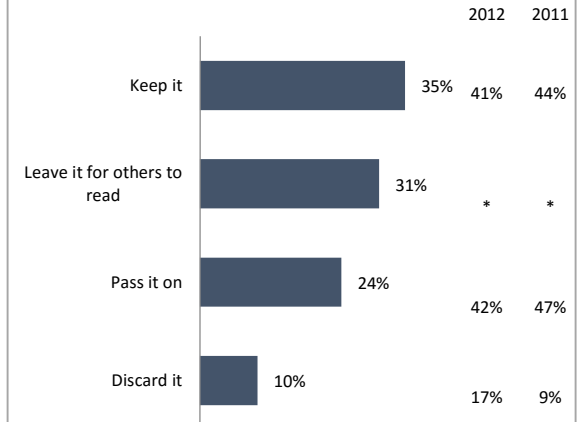
Base: All respondents n = 217

Does anyone else in your business or workplace also receive FISH magazine?



Base: All respondents n = 217

What they do once they're finished reading FISH



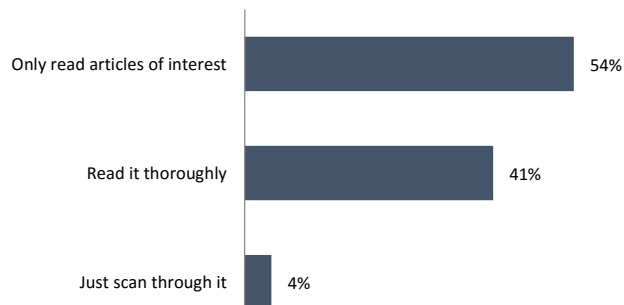
Base: All respondents n = 217

What we asked:

How do you currently receive FISH? - Which device do you generally read FISH on? - Where do you typically read FISH? - Including yourself, how many people read your copy of FISH? - What do you do with FISH once you have read it? - Including yourself, how many people read your copy of FISH?

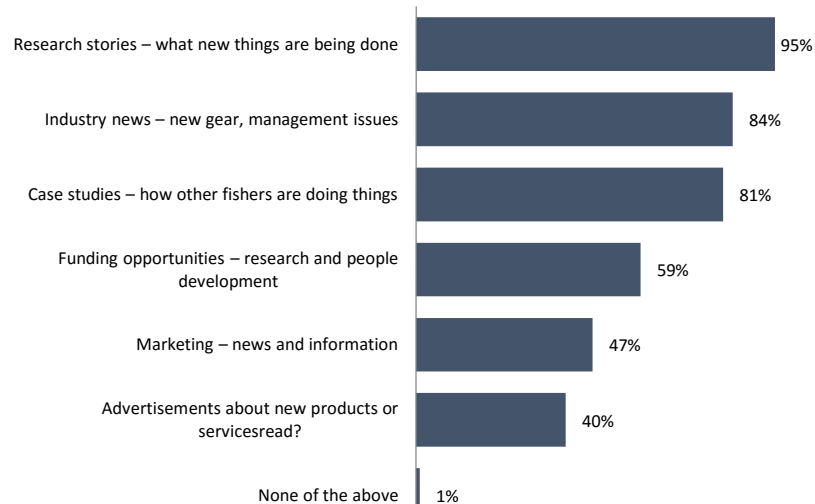
what they're reading

How readers read FISH



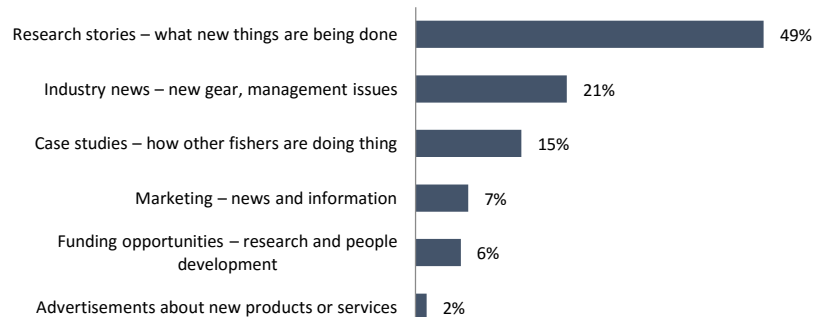
Base: All respondents n = 217

What they read



Base: All respondents n = 217

What they read first



Base: All respondents n = 217

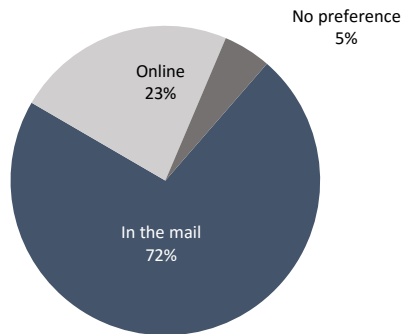
Rank	1 st	2 nd	3 rd	4 th	5 th	6 th
Research stories	49%	23%	18%	13%	1%	0%
Industry News	21%	30%	26%	15%	16%	0%
Case Studies	15%	23%	31%	17%	6%	5%
Funding Opportunities	7%	19%	18%	18%	21%	5%
Marketing	6%	1%	6%	22%	22%	39%
Advertisements	2%	4%	2%	15%	34%	50%

What we asked:

There are a number of different types of news and information in FISH magazine, Which of these do you read? - What do you do what you receive FISH? -

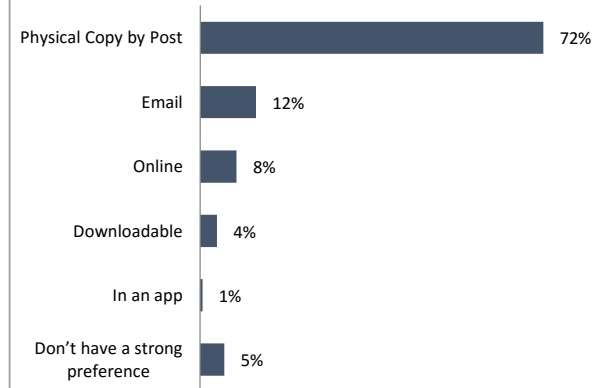
preferences

How they would prefer to receive FISH magazine



Base: All respondents n= 217

How would you like to receive FISH magazine?



Base: All respondents n = 217

Would be interested in receiving monthly short email bulletin updates?

69%

Base: All respondents n = 217

Prefer to receive...	Commercial fisher	Recreational Fisher	Private consultant	Academic	Government representative	Other
n=	49	58	17*	23*	23*	49
In the mail	77%	74%	75%	82%	30%	79%
Online	17%	24%	19%	18%	52%	19%
No preference	6%	2%	2%	0%	17%	2%

*Note: small sample size – data indicative only

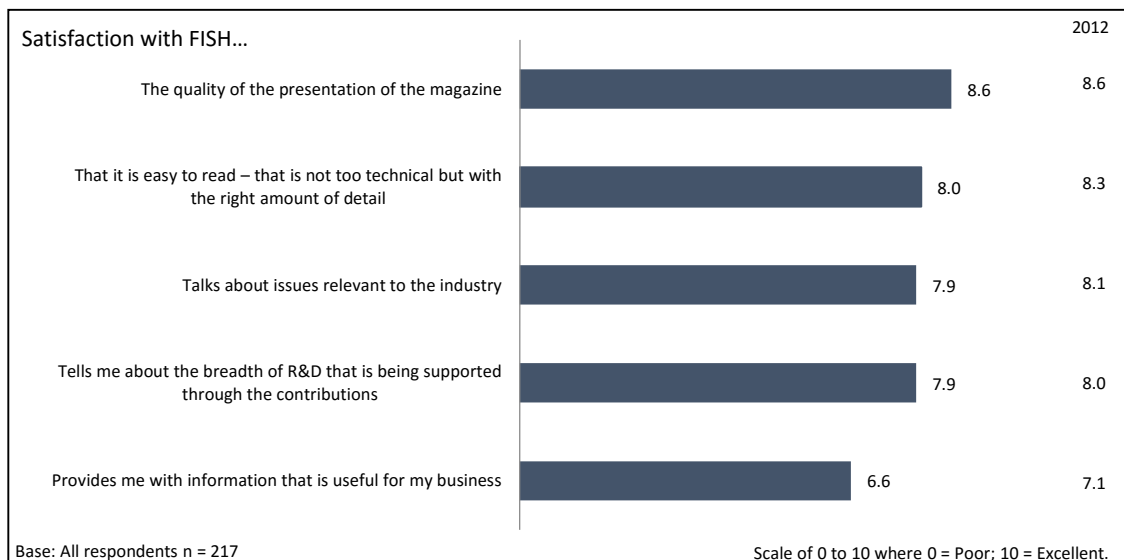
What we asked:

There are a number of different types of news and information in FISH magazine, Which of these do you read? - What do you do what you receive FISH? - Would you be interested in receiving monthly short email bulletin updates on key issues and market information?



satisfaction with the FISH magazine

satisfaction with the FISH magazine



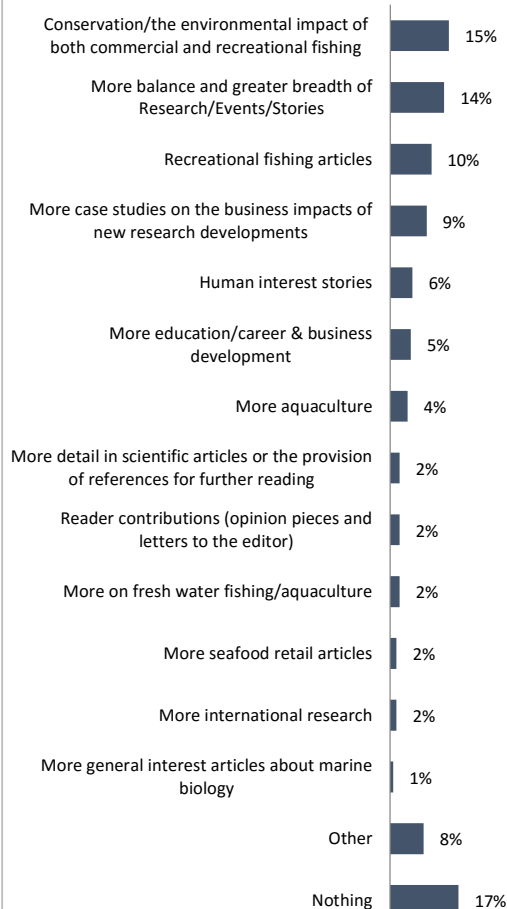
	Commercial fisher	Recreational Fisher	Private consultant	Academic	Government representative	Other
n=	49	58	17*	23	23	46
The quality of the presentation of the magazine	8.1	8.8	9.3	8.7	8.2	8.6
That it is easy to read – that is not too technical but with the right amount of detail	7.5	8.3	8.7	8.2	7.8	8.3
Talks about issues relevant to the industry	7.3	8.0	8.6	6.5	7.2	7.9
Provides me with information that is useful for my business	6.4	6.0	7.3	6.5	7.2	7.0
Tells me about the breadth of R&D that is being supported through the contributions	7.4	8.0	8.9	7.9	7.5	7.8

*Note: small sample size – data indicative only

What we asked:
How would you rate the FISH magazine in terms of...

opportunities for the magazine

one thing FRDC could do to improve FISH, more storeys about...



Base: All subscribers who provided responses n= 100

Some of what they said. . . .

- o *It would provide much more information pertaining to fresh water fish stocks & restocking & fishing and especially lots of case studies and inland human interest stories about fresh water fishing and stocking. These inland waterways are situated in country where Australia's best clean and green food & fibre is mostly grown.*
- o *Links and portals that point you to internet based research papers that really get into very detailed things*
- o *More Aquaculture.*
- o *More research on the impacts of recreational fishing to balance the story. More research on the intricacies of the balance in nature and the interdependence of aquatic life on the connectivity of waterways, as well as necessary health of fisheries habitats.*
- o *Getting the environmental impact stories to government so that commercial fishing is not always the scapegoat in discussions of losses or depletion of fisheries resources in local areas. Full study on the changes in the economic contributions made by commercial fishing to the nation over the past two decades overlaid with the loss of access to fishing grounds due to implementation of marine parks and other regulatory changes.*
- o *More detail on research and industry progress (milestones, costs, etc.)*
- o *Keep the small fisherman in mind.*
- o *Add a general status update of Australian Commercial & Aquaculture fisheries including participant numbers, stock numbers etc.. on a regular basis.*
- o *I found the report on the Aquaculture Minister Profile most interesting and may need to follow up to try to resolve some government regulatory issues related to innovation. Was only aware of there being a Minister as a result of Fish report. I would like to see monitoring of resolution time of government related decisions against benchmarks particularly in relation to innovative changes.*
- o *Introduce a letter to the editor section from each state and make sure that people other than each peak body are invited regularly to have input.*
- o *More articles about how to 'farm' an area for recreational. And much more details about the negative affects ...i.e worms (parasites) in fish and the affects of fish farms etc.*
- o *More biological background on fish species including invertebrates.*
- o *More enterprise case studies and/or articles highlighting business success from research and development.*
- o *New section dedicated to assisting Recreational Angler. New products, New techniques, Filleting, packaging and cryovacing fish and fillets. Technology and scientific research into species caught by anglers (not stuff in fishing mags) New innovations for the recreational angler.*
- o *I preferred when it was more research orientated than its present guise, which has a more business focus.*
- o *Increased information on siting & value of marine protected areas, increased information on value of net free zones.*
- o *Make it less biased. It reads like everything is the best ever and everything is going well with industry. Yet the big issues (e.g. marine parks, negative perception of trawlers) is given scant attention.*
- o *Perhaps a rotating state based portion of the magazine highlighting all projects current in that state and a summary of their progress.*
- o *Wider range of view points and challenging existing parochial viewpoints – also, more industry innovation success stories*

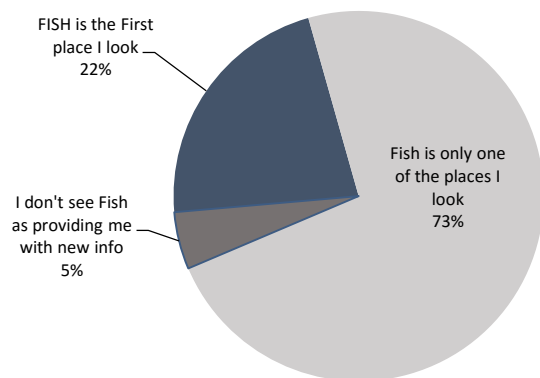
What we asked:

What Other stories would you like to see in FISH? - If you could change one thing about FISH magazine, what would it be?



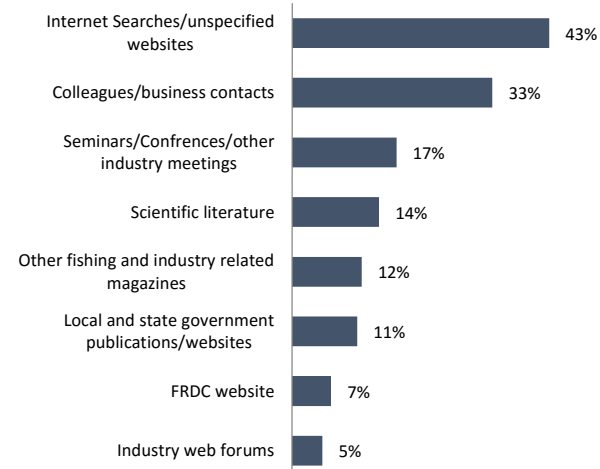
the downstream impact of Fish magazine

FISH magazine as a source of R&D information



Base: All respondents n= 217

Other most common sources of research



Base: All respondents who specified alternate research sources n = 136

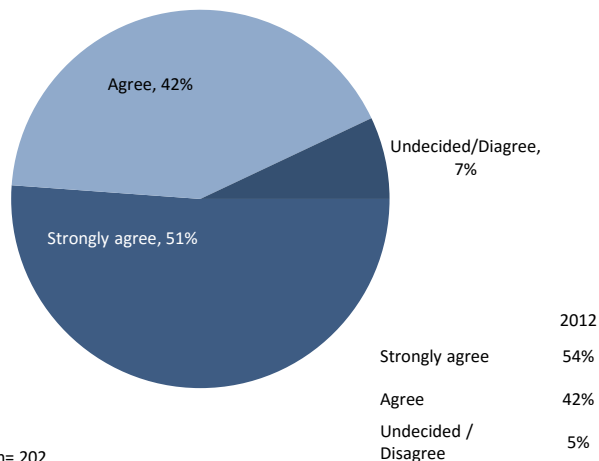
	Commercial fisher	Recreational Fisher	Private consultant	Academic	Government representative	Other
n=	49	58	17*	23*	23*	46
FISH is the First place I look	23%	30%	19%	14%	0%	26%
Fish is only one of the places I look	68%	67%	81%	82%	87%	70%
I don't see Fish as providing me with new info	6%	2%	0%	5%	13%	5%

*Note: small sample size – data indicative only

What we asked:
Which of the following best describes your experience with FISH magazine?
Where else do you go to find out about new developments in research and development? Please provide as much detail as possible...

research and development

Is FISH magazine is a valuable way for the industry to find out about what's new in research and development in the fishing and aquaculture industry?



Base: All FISH subscribers; n= 202

	Commercial fisher	Recreational Fisher	Private consultant	Academic	Government representative	Other
n=	49	58	17*	23*	23*	46
Strongly agree	47%	50%	71%	48%	35%	52%
Agree	41%	43%	24%	48%	57%	37%
Undecided/disagree	12%	7%	6%	4%	9%	11%

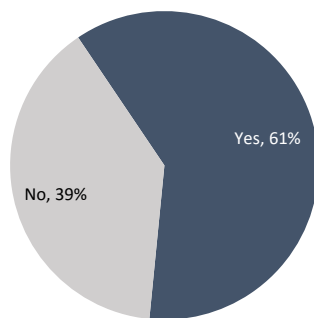
*Note: small sample size – data indicative only

What we asked:

Would you agree or disagree that the FISH magazine is a valuable way for the industry to find out about what's new in research and development in the fishing and aquaculture industry?

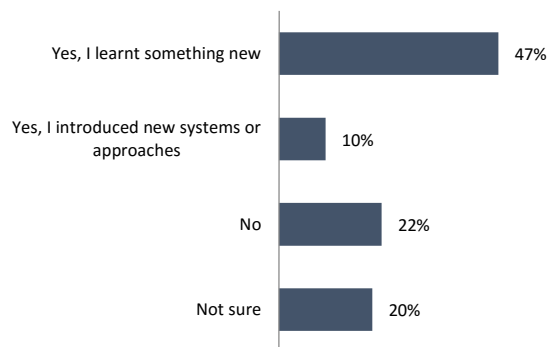
story follow up

Followed up on information/stories seen in the FISH magazine



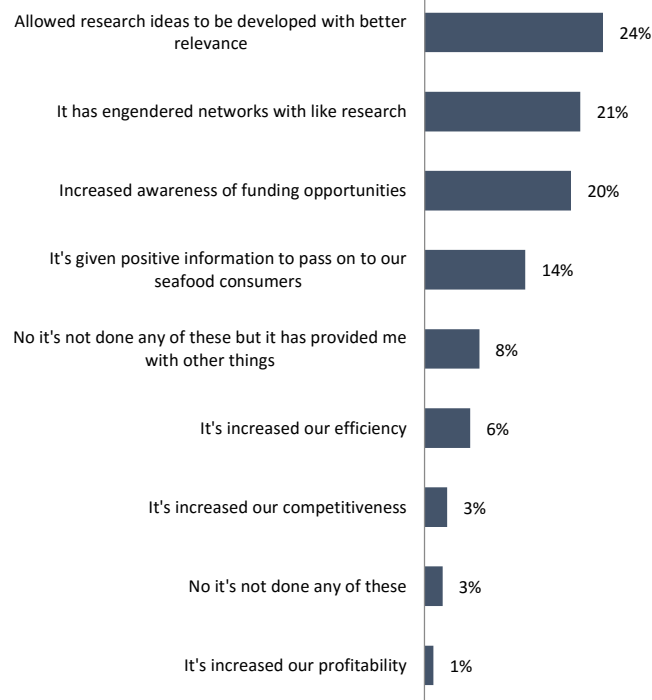
Base: All respondents; n= 217

As a result of this follow up did you learn something new for your?



Base: All respondents that have followed up on stories in FISH; n= 106

Would you say that this new information, systems, technologies or approaches have improved your business profitability, business efficiency or competitiveness?



Base: All respondents that have followed up on stories in FISH; n= 106

Follow up a story	Commercial fisher	Recreational fisher	Private consultant	Academic	Government representative	Other
n=	49	58	17*	23*	23*	46
Yes	60%	46%	81%	59%	65%	70%

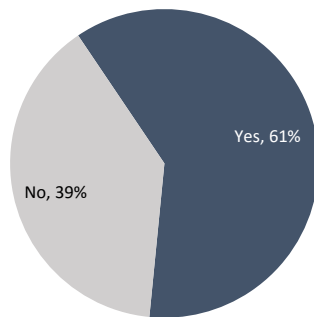
*Note: small sample size (n < 30) – figures only indicative

What we asked:

Have you ever followed up information or stories you have seen in the FISH magazine to find out more details? - As a result of this follow up did you learn something new for your business or did you introduce new systems, technologies or approaches to the way you do business? - Would you say that this new information, systems, technologies or approaches have improved your business profitability, business efficiency or competitiveness?

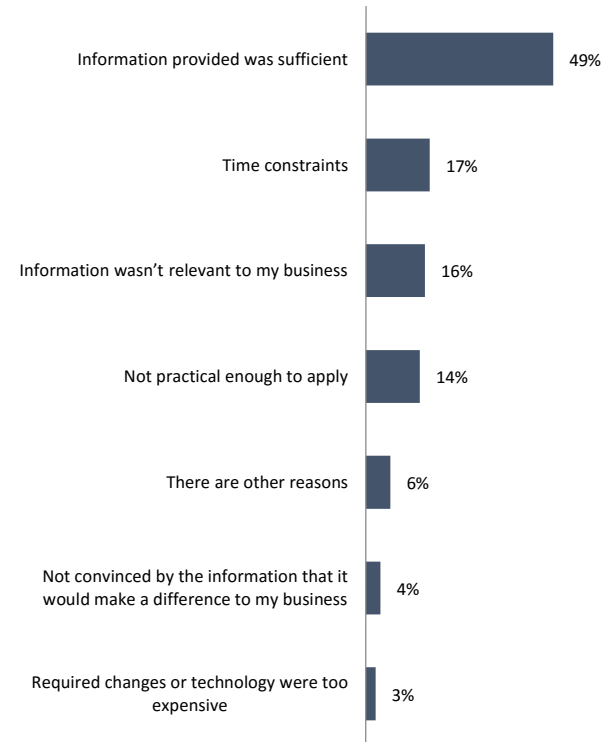
what's stopping follow up?

Followed up on information/stories seen in the FISH magazine



Base: All respondents; n= 217

Reasons for not following up on information/stories in FISH magazine



Base: All respondents that have not followed up on stories in FISH n = 87

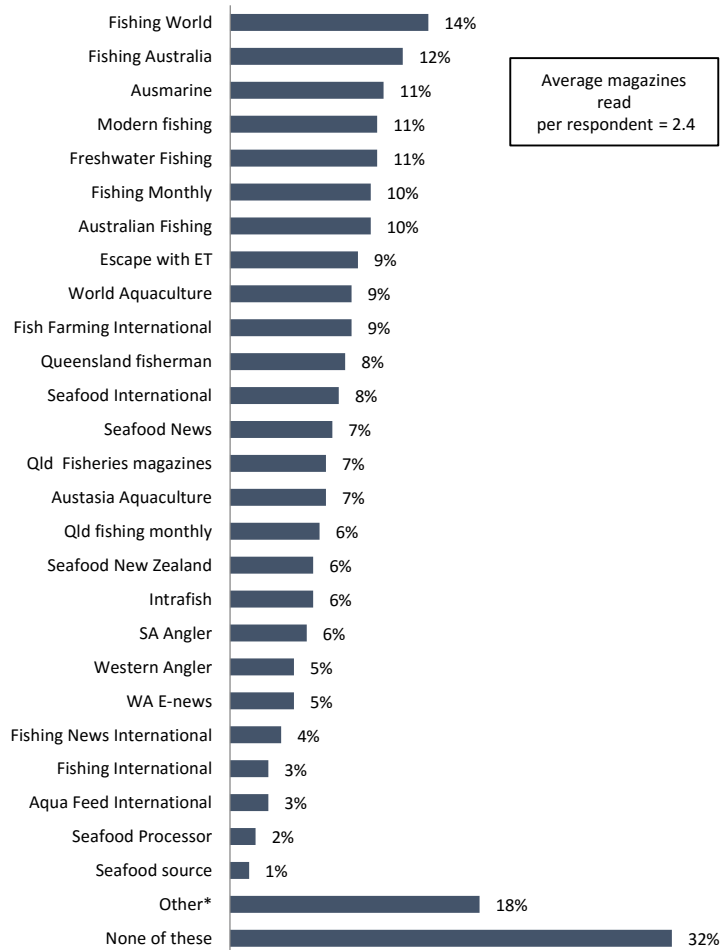
What we asked:
Have you ever followed up information or stories you have seen in the FISH magazine to find out more details?
Why haven't you followed up on information and stories in the FISH Magazine?



comparison

other magazines they read

Fishing industry magazines read on a regular basis



Base: All respondents n = 217

*Note: No category > 1%

Other Industry magazine they read...

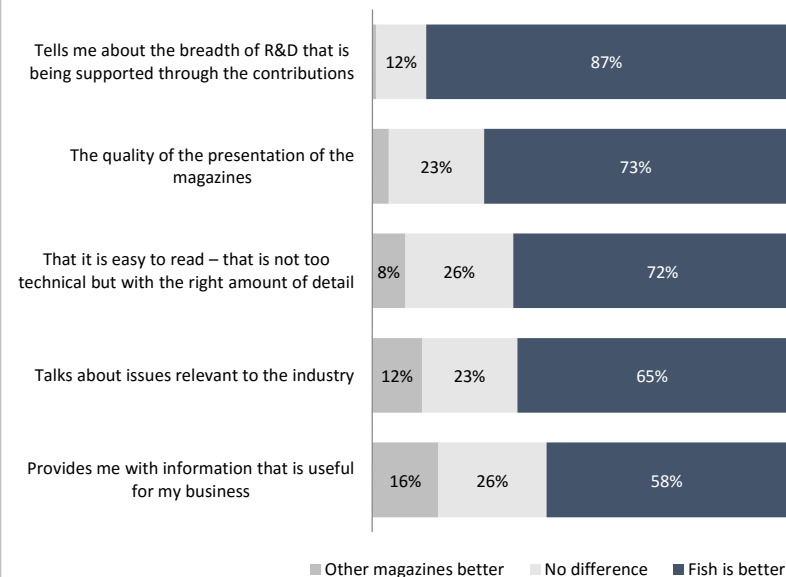
- Aqua
- Aquaculture
- AQUACULTURE ASIA
- AQUACULTURE EUROPE
- Aquaculture New Zealand
- Aquaculture online
- Association newsletters
- Atuna (online)
- Bluewater
- Bluewater Boats & Sportsfishing
- Fisheries (USA)
- Fishing Today (Tas)
- Fishing Today (TSIC)
- Fishing Wild
- Fishing World
- FishLife
- Global Aquaculture Advocate
- Hatchery
- Hatchery International
- IGFA mag
- InfoFish International
- Intrafish
- national fisherman
- north east angler
- NSW Oyster Newsletter
- NZ fishing news
- NZ Professional Skipper
- NZ Seafood
- OceanWatch Newsletter
- PESCA INTERNATIONAL
- Professional skipper
- Queensland Seafood
- REDES
- SeaFOOD
- Seafood New Zealand
- Seafood Services news letter
- South-West Angler
- Spear-fishing Downunder
- TFIC Mag
- The Global Aquaculture Advocate
- Trailerboat
- TSIC magazine
- VIC/TAS Fishing Monthly
- Wild Coast

What we asked:

Which of the following fishing and aquaculture industry magazines if any, do you currently read on a regular basis? Please select all that apply.

how FISH compares

How FISH magazine compares to others



Base n = 167; excludes cases where respondent rated question as *Not Applicable*

% readers reporting FISH magazine was better than others	Commercial fisher	Recreational Fisher	Private consultant	Academic	Government representative	Other
n=	39	37	13*	18*	17*	38
The quality of the presentation of the magazines	62%	73%	85%	83%	71%	79%
That it is easy to read – that is not too technical but with the right amount of detail	56%	65%	69%	72%	75%	77%
Talks about issues relevant to the industry	56%	64%	69%	78%	60%	72%
Provides me with information that is useful for my business	61%	52%	62%	67%	67%	50%
Tells me about the breadth of R&D that is being supported through the contributions	93%	92%	92%	83%	82%	79%

*Note: small sample size – data indicative only

What we asked:

As a general comparison, how would you rate FISH magazine compared to other magazines or e-newsletters you read.



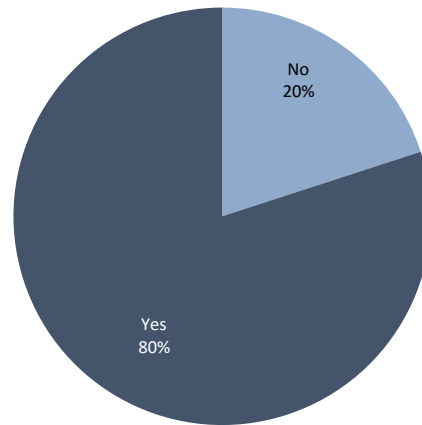
non-subscribers

non FISH subscribers

Why don't you read Fish Magazine?

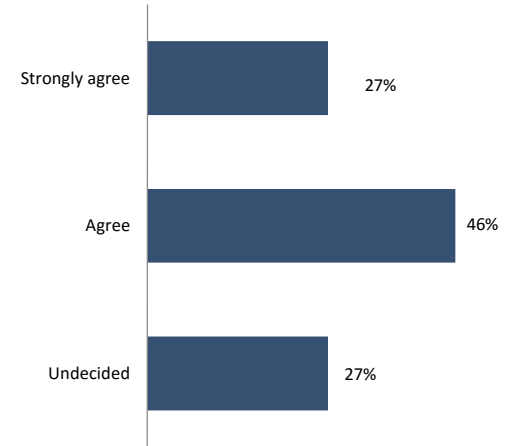
- *Because I was unaware of its existence.*
- *didn't know about it.*
- *Does not cover enough interest in bivalves.*
- *Don't know anything about it - but would like to know more.*
- *Don't know where or how to get it.*
- *Haven't had time to pickup a mag. Not against the Mag. Being a fisherman (Trout) am interested in what happens to fish and fisherman and nature. Am retiring in a few months hope to check a mag out by then.*
- *I am not a subscriber, so have no access to the publication.*
- *I didn't know about it, and have never seen it.*
- *I'm not subscribed so I don't have access to it.*
- *Never heard of it before*
- *The few times I have read it, the view appears to be that it is ok to net, trawl in inland waters bays etc. I get pretty angry as I live in the Gippsland Lakes at Loch Sport and fishing on the lakes is slim pickings due to the netters that take all the bream and flathead. How can there be any fish left for recreational fishos if around 90% of the bream catch for the states commercial supply comes from the Gippsland lakes?*

Where you aware that the FRDC produce and Distribute FISH magazine?



Base: All non-subscribers; n = 15*

Is FISH magazine is a valuable way for the industry to find out about research and development?



Base: All non-subscribers; n = 15*

Importance for FRDC to continue to produce/distribute the FISH magazine?

7.4

Base: All non-subscribers; n = 15*

*Note: small sample size – data indicative only

What we asked:

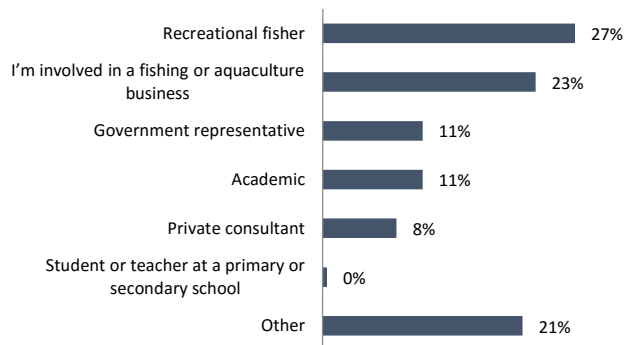
Where you aware that the FRDC produce and distribute FISH? - Why don't you read FISH? - Would you agree or disagree that the FISH magazine is a valuable way for the industry to find out about what's new in research and development in the fishing and aquaculture industry? - Thinking about everything we've discussed, how important is it for FRDC to continue to produce and distribute the FISH magazine?



about the readers who responded to the survey

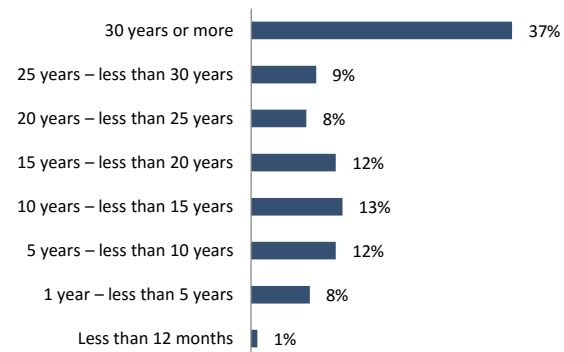
about the readers who responded to the survey

Main role or interest in the fishing industry



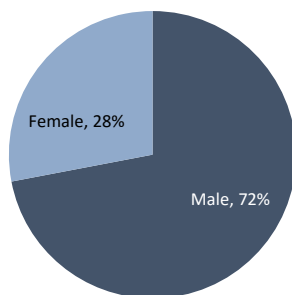
Base: All respondents; n = 217

Length of involvement in the fishing industry



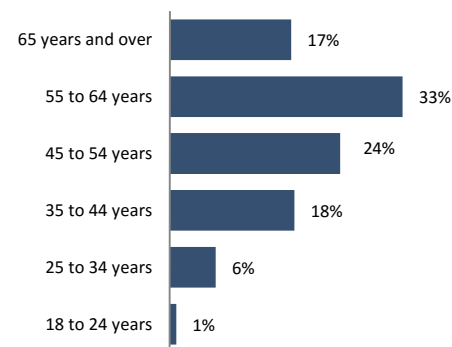
Base: All respondents; n = 217

Gender



Base: All respondents; n = 217

Age



Base: All respondents n= 176

What we asked:

Which of the following best describes your main role or interest in fishing and aquaculture? - And how long have you been involved in the fishing and aquaculture and/or the fishing and aquaculture business? - Gender – please select - Which of the following age groups do you belong to?

about the readers who responded to the survey

Commercial fishers

Business Sector	n	Full time staff	n
Catching	20	0-2	21
Growing	14	3-10	13
Wholesale	3	11-20	3
Import	1	21-30	2
Export	1	30-80	6
Other	8	300+	2

Attitudes towards Research & Development	n
I actively seek out and look for research and information to provide me with new information and developments that will	20
I keep my eye out for any new research and developments but don't chase them	20
I occasionally look at new research	6
I rarely look at new research	1

Base: Commercial fishers n= 49

Government representatives

Area	n
Research	20
Policy	14
Management	3
Other	1

Level	%
State	82%
Commonwealth	18%

Base: Government employees n= 23

What we asked:

Which area of fishing and aquaculture do you operate in? - And how many full time staff are employed by your business or organisation? - Which of the following best describes your attitude to research and development? - Which area do you work in? - And at which level do you work?



research design

Methodology

The research program was designed to provide readers evaluation and feedback on FRDC's FISH magazine. The research also sought feedback from non FISH readers.

A mixed methodology was used to distribute the online survey and included, an email invitation from FRDC, an SMS survey for subscribers without a valid email address, as well as a link to the survey posted on the FRDC social media pages.

Sample

A total of 217 surveys were completed.

Questionnaire

Respondents were asked to completed a 10 minute online survey which covered a range of topics including:

- Content
- Comparison
- Current behaviour
- Future Behaviour
- Impact
- Demographics

Sample lists

A sample list of 6,039 were sent a link to the FISH survey. This process was managed by entirely by FRDC.

Timing

Surveys were conducted between 11th March and 20^h April 2016.