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26th July 2011

To whom it may concern,

Re: Theam Chheng, Shida Li & Lianwei Wang

VRFish welcomes the opportunity to respond to the above findings and has included the following actions to assist with the dissemination of the safety information on rock fishing to CALD Communities.

2. Safety Priority - CALD Community Education

A substantial program of CALD community engagement should be undertaken by LSV in collaboration with the peak fishing bodies VRFish and ANSA to promote rock fishing safety.

VRFish supports the initiative of CALD community engagement through rock fishing educational programs and demonstrations, cultural ambassadors and messaging in cultural-specific media. In order to ensure the success of these components and in recognition of rock fishing safety as a priority for aquatic injury prevention VRFish is now one of the partners of Victorian Government's PISBTW campaign. PISBTW and associated partners actively work towards increasing community awareness of water safety.

VRFish, through LSV, in conjunction with PISBTW, have been party to the development of a plan to:

- Provide agreed communication strategies to promote rock fishing safety throughout different times of the year (June and December agreed months for 2011)
- Include rock fishing safety and promote the wearing of PFDs in the PISBTW ambassador program
- Include messaging in cultural-specific media
- Distribute existing resources (translated brochures, posters, DVDs) to fishing communities, clubs and organisations (via the Melbourne 4WD & Fishing Show and the Melbourne Boat Show)
- Work in conjunction with LSV via multicultural media outlets to pass on dangerous surf warnings, and obtain agreement from each news and media outlet that they will pass on the warnings released by relevant organisations E.g. BOM, SLSA,
- Incorporate rock fishing key safety messages and brochures into education programs such as Meet a Lifeguard and Beach Programs adapted for CALD groups such as AMES.

In regards to rock fishing specific educational programs or workshops, VRFish, in conjunction with Fisheries Victoria, the responsible authorities in this area, will continue to partner in the development of education/workshop sessions and working with the Recreational Fishing Multicultural Liaison Team.

VRFish will also continue to liaise with New South Wales counterparts in the development of a consistent message that will include updates on developments of rock fishing workshops being conducted nationally. ANSA NSW are currently trialling a shift from formal rock fishing workshops to development and mentorship of bilingual educators for more informal interactions with people on rock platforms. They also plan to use these educators as community ambassadors to promote safe fishing practices.

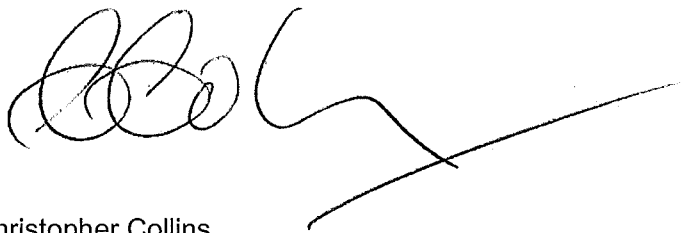
Recent examples of implementation:

- August 2010 in conjunction with LSV & Fisheries Victoria, VRFish hosted a Rock Fishing Safety Programme at Pt Leo SLSV for approximately 30 members of the Chinese Community. Each attendee received a PFD and messages of safety were reinforced throughout the workshop and the following practical demonstration.
- PISBTW media focus for June was boating safety and rock fishing
- Assist Life Saving Victoria in the development of key messages.

VRFish has also incorporated the below action in our Communication Plan and has identified funding opportunities via the Victorian Recreational Fishing Licence Trust and a range of other community grant programmes:

- VRFish and Government to clarify responsibilities and develop specific strategies to engage with recreational fishers from culturally and linguistically diverse backgrounds

Kind regards,

A handwritten signature in black ink, appearing to read 'Chris Collins', written over a horizontal line.

Christopher Collins
Executive Officer