

Mission

To promote and develop the sport and recreational activity of fishing for all

Vision

Responsible fishing for a more abundant tomorrow.
Clubs / Communities / Fisheries

Values

- Fishing for fun, food, and sport for everybody is our reason for being
- Abundant fisheries and a healthy marine environment are essential for health and social well being
- A thriving membership and motivated volunteers are our life blood
- Young fishers are our future
- Continued access to waterways and fishing grounds
- We champion ethical fishing practices that minimise impact and maximise the utilisation of our catch
- We are responsible contributors to our wider community

NZSFC - Plan on a Page

Aspiration

- Provide pathways to engage future generations from the earliest age to participate in the sport of fishing and club membership
- Have 50,000+ affiliated members who are engaged and understand the value of belonging to an affiliated Club
- Have resilient affiliated Clubs supported by NZSFC through a range of initiatives including training, systems, support and member benefits
- Positively affect change to bring all fisheries stock to 50% of unfished biomass
- Build revenue to support the operational aspirations of the strategic plan

Metrics of Success

Clubs

- 50,000+ affiliate members by 2025
- Club knowledge base by 2022
- Club manager support network 2022
- Club delegate education programme 2022
- 3 new or returning clubs by 2022

Youth

- 16 Juniors participating in extended youth programme by 2022
- National Junior tournament by 2021

Communication

- 20,000 social media followers by 2022
- 100% of affiliate members on CRM 2025

Fisheries Management

- Continue to develop and fund fisheries management policy
- Continue to support the Councils public outreach arm - LegaSea

Funding

- Increased grant funding
- Increase membership
- Increase sponsorship revenue

