

Measure and Release Proposal

As submitted by Eugene Hope

1. Set up a team to handle this

- The team should consist of 1 or more people from WPDSAA who will co-ordinate everything and at least one person from each club who will "champion": this at club level
- We should get all the club committees on board to support the initiative

2. Communication between, and involvement by, as many inshore anglers as possible will be important to ensure that everyone 'owns' the solution.

- Everyone needs to know why we have to move to this format. We should start sending out this message as soon as we can (even before we do anything else)....This definitely needs a good 'marketing exercise'.
- We need to set targets for when we want to implement it (it does not necessarily have to be next year). Too quickly and people will feel threatened.
- Pass all information gathered during the research (see point 4) on to the various clubs / members so that they can develop an understanding of the subject and what we are trying to achieve (can perhaps be a monthly newsletter?)

3. Define the objectives....

- minimise impact on threatened fish stocks
- obtain good publicity for WPDSAA
- promote conservation values etc etc

4. Do research to determine current best practice

- What went wrong with the previous attempts to do this at WPDSAA
- How is T&R practised in other places & competitions
- What are the MCM and other local scientists views.
- How do these help us to achieve our objectives in point 2

5. Define the rules

Phase 1

- Obtain submissions from the clubs
- Perhaps the team can visit each club and give feedback regarding what has been suggested, get input directly from the members, get the feeling on the ground etc.
- Get as much input as possible without shooting down anything
- Provide this information to the clubs so that everyone understands what has been suggested..

Phase 2

- Filter the submissions and get a list of possible rules / methods which could be used by WPDSAA
- Where there are multiple options get feedback from the clubs
- Publish the proposed rules & get feedback
- Agree final rules.

6. Trial run

- Try out the new rules in a local bonanza competition (Eg Gordons Bay Unders & Overs) to make sure that the rules are practical. (This will avoid mid-term rule changes or controversy during the league)
- Fine tune anything that did not work as expected

7. Implementation

- Decide when the new rules are to be implemented
- Perhaps arrange T&R training for all inshore anglers
- Facilitate the provision of equipment / tools for the league
- Perhaps have a "launch" of T&R at the first leg / sponsors and prizes for the first season etc
- Publicise this new initiative in the media
- Review rules after the first leg

I think if there is a lot of hype, perhaps the possibility of running a competition to encourage input, sponsors, prizes etc etc it will encourage anglers to accept the format.

This sounds like a bit of a process, but I am sure that going this route will make it easier to implement T&R

Best regards

Eugene