

ReefClean Online Workshop

Date of Workshop:	6 May 2020
Location:	Online
Project:	ReefClean <i>Look After Your Tackle</i> campaign
Campaigner:	Tom Godfrey
Coordinator:	Amber Henderson
Partner:	Adam Royle, Australia National Sportfishing Association

Introduction

Tangaroa Blue ran an online ReefClean Source Reduction Project (SRP) workshop on 6 May 2020 with the aim of reducing fishing litter around The Great Barrier Reef. The online event attracted 24 attendees from local councils and community groups.

Project Description

As fishing is a popular past time around the reef, for both locals and tourists, it is perhaps unsurprising that the ReefClean AMDI data shows fishing line is one of the top 20 items of litter left by fishers. We also know the fishing market has a diverse range of stakeholders but can broadly be segmented in two groups:

- Professional fishers
- Recreational fishers

While some professional fishers are well versed in how to tie knots, many recreational fishers need some more education in this area to be able to reduce the occurrence of tackle being broken, lost and discarded on the reef. The project aimed to draw attention to the issue of fishing litter and work with the Australian National Sportfishing Association to help inspire recreational fishers to tie better knots and ultimately lose less line. After due consideration, the workshop developed the *Look After Your Tackle* campaign to engage, inform and change behaviour of recreational fishers. The campaign messages were:

1. *Look After Your Tackle*
2. *The only place we want to see your tackle is in the bin*
3. *Know your knots*
4. **Recover** lost line and tackle. **Reuse** any tackle you find. **Remove**, bin litter, and discard line.

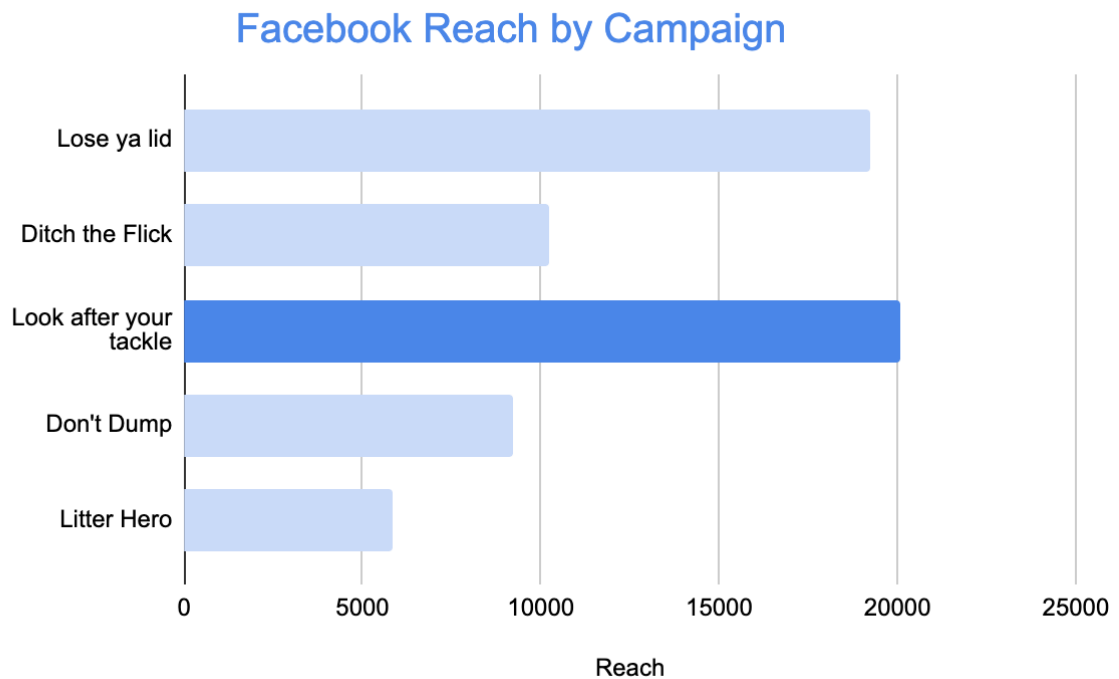
By using a professional sport fisher to engage with the fishing community online and displaying UV stable campaign signage in the hotspot location around the reef, we aimed to empower fishers to tie better knots and bin their fishing litter. To help engage the fishers in a fun and entertaining way, we also added an element of gamification and ran a knot tying challenge issued by the Australian National Sportfishing Association and promoted trade media and on social channels including Facebook and TikTok.

Current Status

	Next Steps:	TO DO	Actions
Task 1	Digital workshop and weekly check-ins	Promote and host an online fishing litter workshop on 6 May and facilitate weekly check-in meetings.	Completed
Task 2	Audit	Audit fishing litter in Hinchinbrook at Dungeness Boat Ramp, Lucinda Beach and The Jetty	Completed
Task 3	Design - physical assets	Design UV stable tackle box stickers and campaign posters with key messaging	Completed
Task 4	Design and write - social assets	Design and write weekly social media posts to promote the campaign on Facebook.	Completed
Task 5	Produce - film social videos	Film Adam Royle from the Australian National Sportfishing Association doing the Know Your Knots Challenge. Then post the videos to TikTok and Facebook.	Completed
Task 6	Design and write - website landing page	Design and write the campaign website landing reefclean.org/lookafteryourtackle .	Completed
Task 7	Print - directional signage stickers	Print and distribute directional signage stickers (UV Stable) to project officers	Completed
Task 8	Display - directional signage	Gain council approval and display directional signage in hotspot locations around Lucinda Beach in Hinchinbrook on 13 June.	Completed
Task 9	Print - tackle box stickers	Print tackle box stickers (UV stable) and distribute to bait and tackle stores in the hotspot locations.	Completed
Task 10	Awareness - media management	Write and sell in local media releases to the fishing trade press.	Completed
Task 11	Awareness - social community management	Monitoring the Know your knots posts on Facebook and TikTok.	Completed
Task 12	Audit progress - weekly check-ins	Conduct regular audits at Lucinda Beach in Hinchinbrook to see if the the campaign sticker signage and awareness has resulted in a reduction in fishing tackle litter	Completed

Outcome and Data

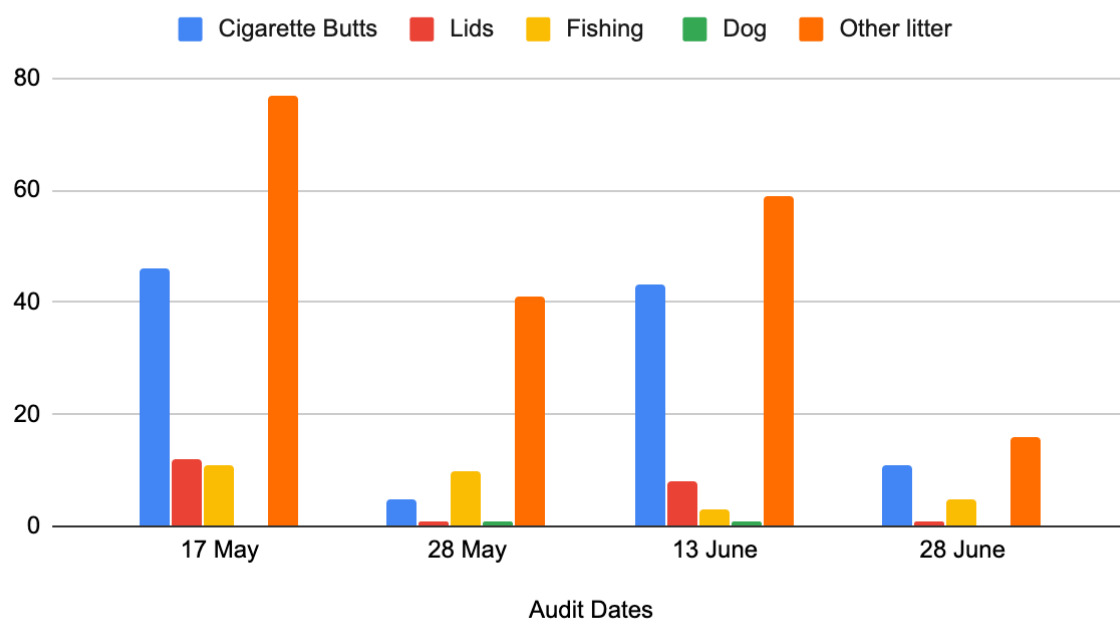
The ReefClean *Look After Your Tackle* campaign ran for four weeks and reached 20,062 people through Facebook, 273 through TikTok and more through trade media coverage (attached).



Audits were conducted at three sites in Hinchinbrook, the Dungeness Boat Ramp, Lucinda Beach and The Jetty. Over the monitoring period we saw a reduction in fishing litter following the implementation of the campaign.

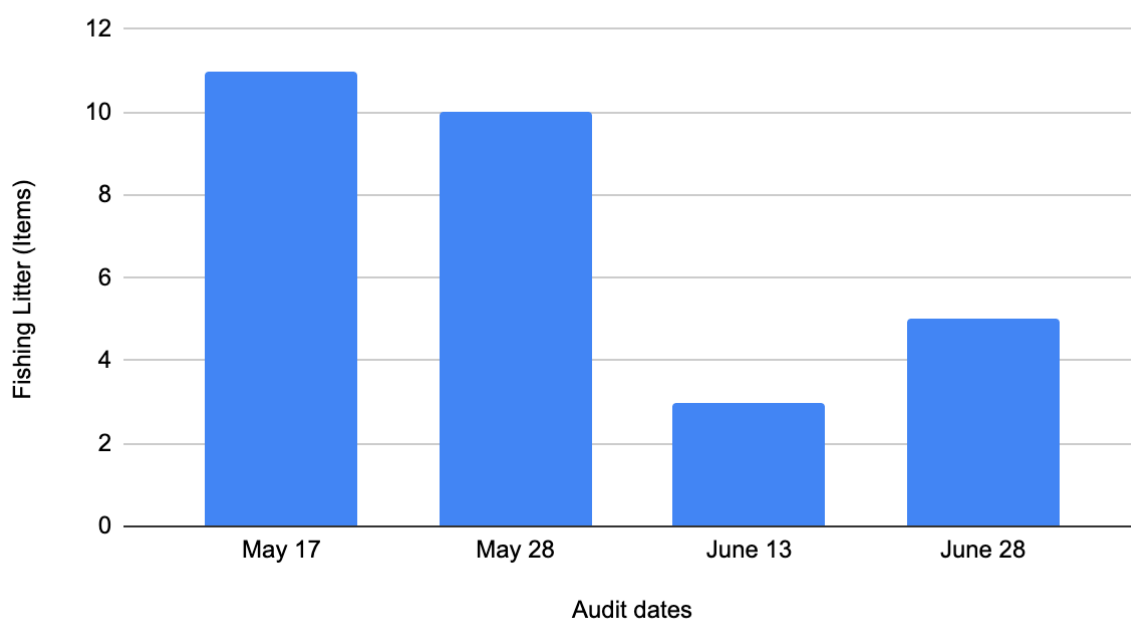
At Burshill Park Foreshore and Boat Ramp four audits were conducted between 17 May to 28 June. The initial audit found 146 items of general litter, with 11 of those items being fishing related. While the next three audits found fluctuating levels of general litter but showed a downward trend.

Bursill Park Foreshore and Boat Ramp Audit



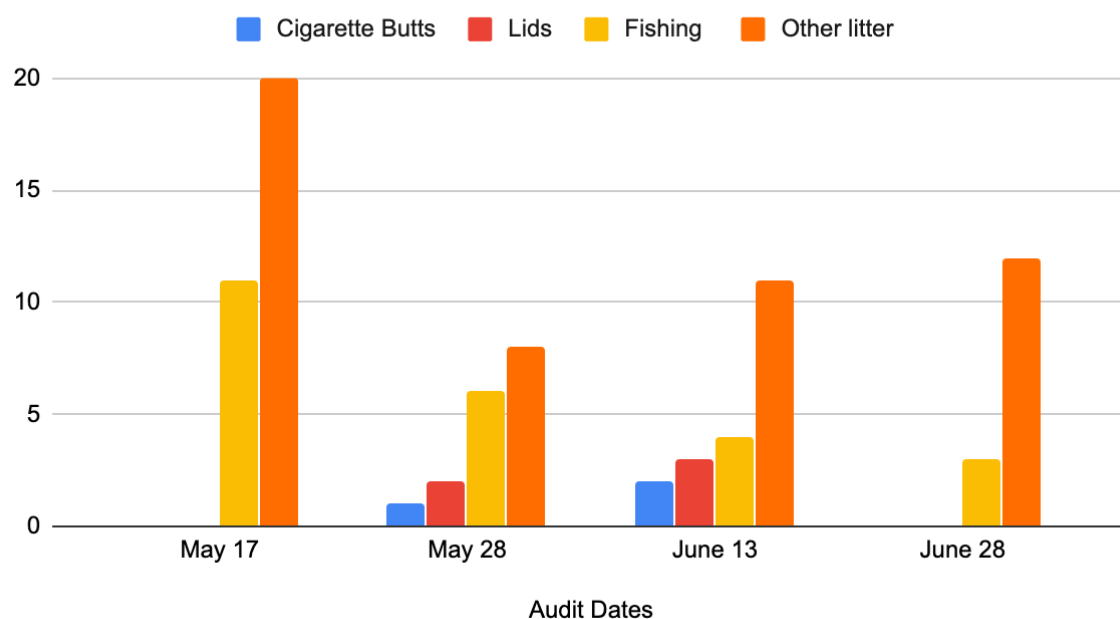
We found the amount of fishing litter reduced over the campaign, with the audits on the 28 May, 13 June and 28 June finding 10, 3 and 5 items of fishing litter, respectively.

Bursill Park Foreshore & Boat Ramp - Fishing Litter



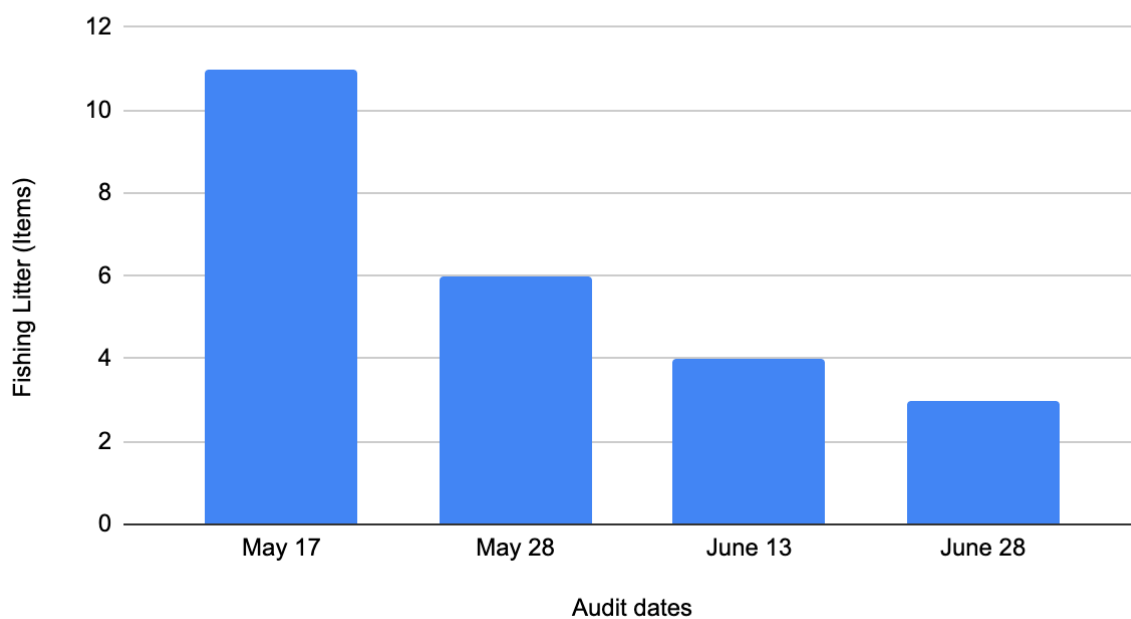
At Lucinda Beach, the initial audit on 17 May found 31 items of litter with 11 being fishing related. The next three audits on 28 May, 13 June and 28 June found reduced levels of general litter at 17, 20 and 15 items respectively.

Total litter Lucinda Beach



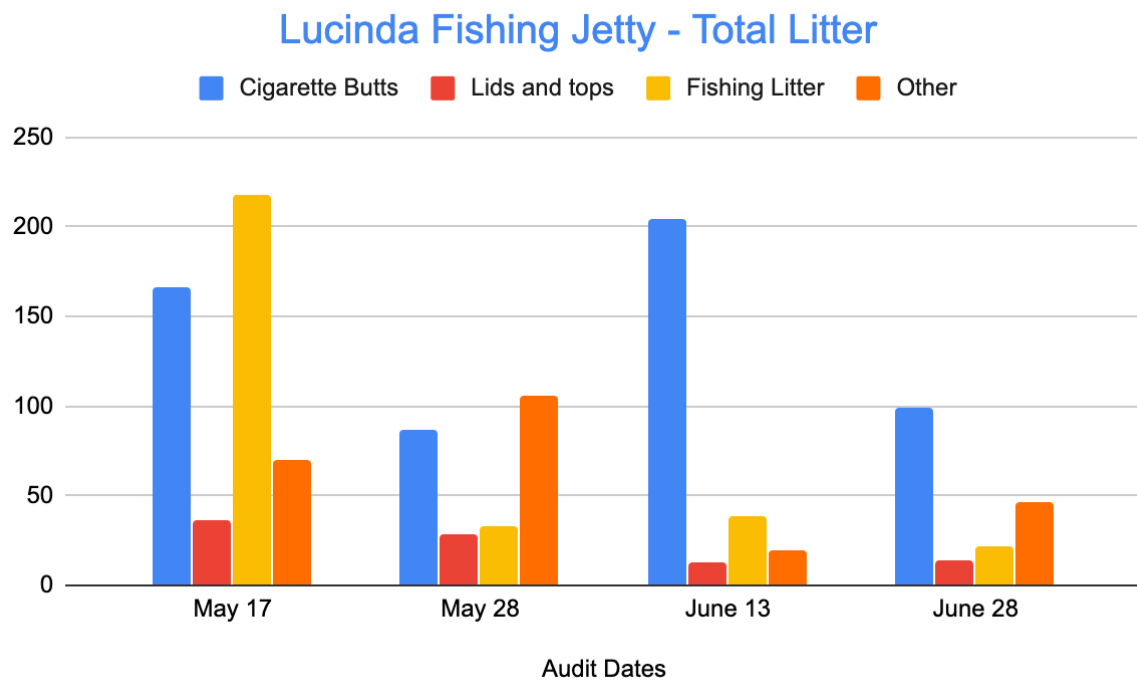
We found the levels of fishing litter reduced with each audit, dropping from the initial 11 items to 6, 4 and 3 respectively.

Lucinda Beach - Fishing Litter

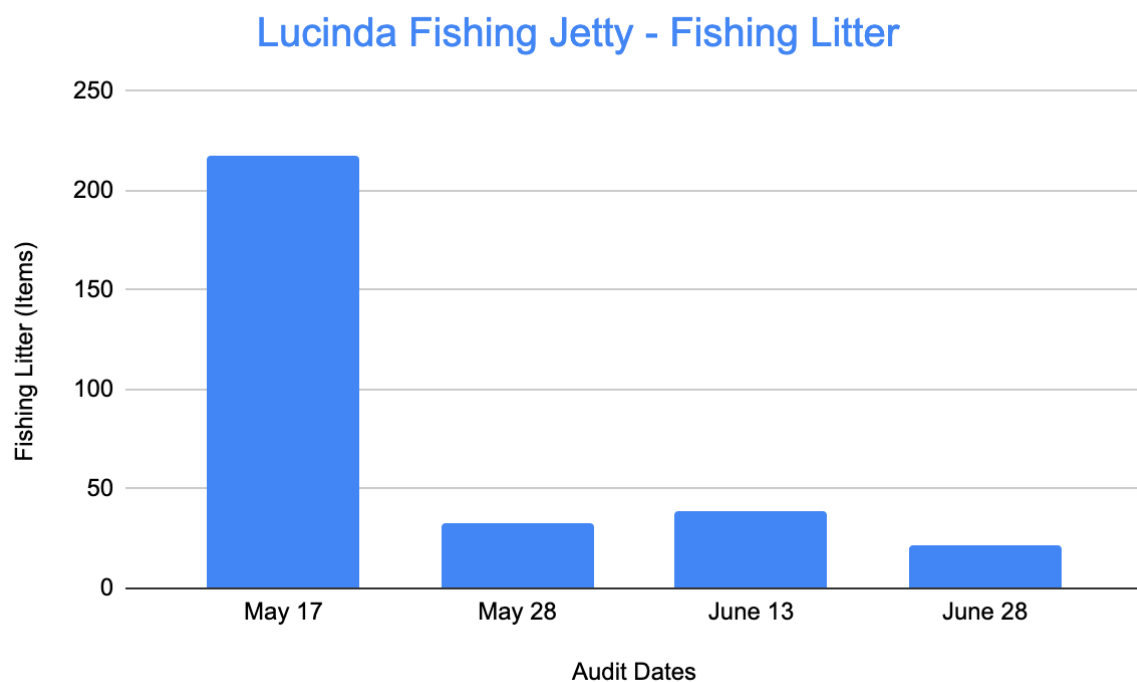


The Lucinda Fishing Jetty saw the biggest decrease in the amount of litter collected across the four audits. The initial audit on 17 May collected 490 items of general litter, 254 on the second audit, 275

on the third audit and dropping to just 181 by the final audit.



When it came to fishing related litter, the first audit found 218 items with the number dropping to 33 on the second audit, 39 on the third audit and just 22 on the final audit.



Observations

The changing COVID-19 restrictions definitely had an impact on the campaign. As travel bans eased, there were more groups allowed out for recreational activities like fishing and it also coincided with the start of school holidays. The weather around the jetty as well as the architecture of the site would have impacted what was found, as litter can easily blow away from the upper levels of the walkway.

Challenges, barriers and opportunities

The campaign was limited by a lack of response from council, meaning UV stable directional stickers and signage was unable to be applied to any infrastructure before 13 June. There is an opportunity to run the *Look After Your Tackle* campaign in other hotspots around the reef and waterways around Australia.

Budget

Organisation	Details	Amount
Campaign Coordinator	Project Officer	\$360
Sticker Printing and Distribution	Directional signage stickers (UV stable)	\$374
Campaign Design and Development	Bell George Communications	\$4,667
In-kind Support	Volunteer hours	\$2,190
Total		\$7591.00

Closing Statement

The ReefClean *Look After Your Tackle* campaign was an effective way to engage the fishing community about fishing litter on the reef. Working with the Australian National Sportfishing Association to help generate awareness was an effective way to convey the campaign messaging to our target audience. The use of a social media challenge also empowered professional fishers to share their knowledge of knot tying in a fun and engaging way that will ultimately help to reduce fishing litter.

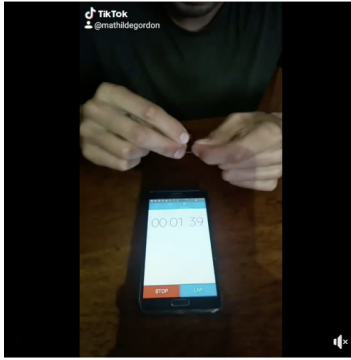
Appendix

Socials Screenshots

ReefClean
June 10 at 4:54 PM · 🌐

Check out Dan's attempt at the #knowyourknots challenge! Join the challenge and see if you can beat Dan's 14 seconds, or even better, the National Sportfishing Association's Adam Royle's record for tying the improved clinch knot in just 9.5 seconds.

Improving your knot game can help you catch bigger fish and lose less tackle, which ultimately becomes marine debris. You can find a graphic of the clinch knot, and learn more about the campaign at www.reefclean.org/LookAfterYourTackle. See More



Reach More People With This Post
You could reach up to 1,423 people daily by boosting your post for A\$25.

620 People Reached 59 Engagements **Boost Post**

You and 8 others 5 Comments 2 Shares

ReefClean
June 2 at 12:00 PM · 🌐

Fishing line is one of the top 20 items of litter impacting the Great Barrier Reef and in waterways across Australia.

Check out our ReefClean #lookafteryourtackle webpage for more information.

Australian Department of Agriculture, Water and the Environment #ReefTrust
#GreatBarrierReefMarineParkAuthority Tangaroa Blue
ReefClean #AMD1 #LeaveltBetterThanYouFoundit
#marinedebris



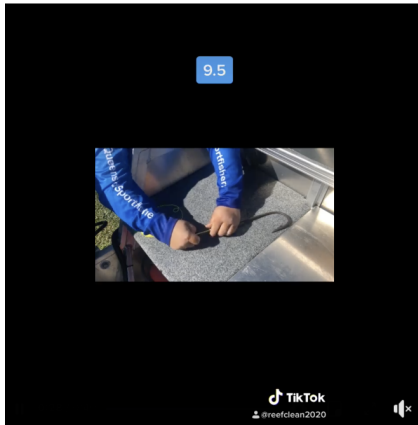
2,301 People Reached 75 Engagements **Boost Post**

You and 24 others 16 Shares

ReefClean
June 7 at 2:43 PM · 🌐

Can you tie a decent fishing knot? By using the correct knots you can reduce losing your fishing gear helping to keep our oceans cleaner.

See if you can beat the Australian National Sportfishing Association's Adam Royle's record for tying the Clinch knot in just 9.5 seconds and tag [#knowyourknots](#) into your best effort! Learn more at www.reefclean.org/lookafteryourtackle... See More



Reach More People With This Post
You could reach up to 1,484 people daily by boosting your post for A\$25.

14,336 People Reached 441 Engagements [Boost Post](#)

12 11 Comments 13 Shares

ReefClean
June 9 at 5:00 PM · 🌐

How does fishing line end up in the oceans and on our beaches?

The Australian Marine Debris Initiative Database shows that fishing line is one of the top 20 items of litter impacting the Great Barrier Reef and waterways across Australia.

We are rolling out targeted sticker signage at a number of stores and fishing litter hotspot locations around reef catchments to help raise awareness of this issue. We have also teamed up with the Australian National Sportfishing Association to run a [#KnowYourKnots](#) challenge, encouraging fishers to tie the best knot so they can avoid losing tackle!

For more information, and to see how you can get involved, please visit www.reefclean.org/lookafteryourtackle

[#lookafteryourtackle](#) ANSA Queensland Hinchinbrook Shire Council Australian Department of Agriculture, Water and the Environment Tangaroa Blue ReefClean [#ReefTrust](#) [#GreatBarrierReefMarineParkAuthority](#)



Reach More People With This Post
You could reach up to 1,253 people daily by boosting your post for A\$25.

429 People Reached 33 Engagements [Boost Post](#)

15 4 Comments 1 Share

Tangaroa Blue
June 15 at 12:30 PM · 🌐

Tangaroa Blue staff have been busy distributing educational materials to fishing stores in the Ingham, Halifax and Lucinda region to engage recreational fishers in the [#lookafteryourtackle](#) campaign.

We know there are recreational fishers out there doing the right thing, so thanks to all of you who [#KnowYourKnots](#) and prevent tackle and line from being lost into the ocean!

The Australian Marine Debris Initiative Database shows fishing line is one of the top 20 items of litter impacting the Great Barrier Reef and waterways across Australia.

We have also been conducting weekly monitoring to keep track of any changes in these local areas throughout the campaign and are excited to see the results.

For more information and to see how you can get involved, please visit www.reefclean.org/lookafteryourtackle

Sportspower INGHAM Halifax Homebrew and Tackle Lucinda Fishing Lodge Hinchinbrook Resorts - Channel Inn Compleat Angler Australia ANSA Queensland Hinchinbrook Shire Council Australian Department of Agriculture, Water and the Environment Tangaroa Blue ReefClean [#ReefTrust](#) [#GreatBarrierReefMarineParkAuthority](#)



Reach More People With This Post
You could reach up to 1,253 people daily by boosting your post for A\$25.

600 People Reached 91 Engagements [Boost Post](#)

You and 47 others 5 Comments 3 Shares

ReefClean
June 13 at 12:00 PM · 🌐

Our Look After Your Tackle Campaign is getting some love from Fishing World Magazine. Check out the article and if you haven't done the Know your Knots Challenge, we'd love to see your videos!

<http://www.fishingworld.com.au/news/tackling-fishing-litter-know-your-knots>

Learn more at www.reefclean.org/lookafteryourtackle... See More



FISHINGWORLD.COM.AU
Tackling fishing litter: Know your knots! - Fishing World

Reach More People With This Post
You could reach up to 1,575 people daily by boosting your post for A\$25.

233 People Reached 16 Engagements [Boost Post](#)

You and 11 others 1 Share

ReefClean
 June 18 at 5:00 PM · 🌐

It took 27 seconds, but you got there Amber! Thanks for joining the **#knowyourknots** challenge!

Send us a video of your attempt and see if you can beat Amber's time, or even better, the National Sportfishing Association's Adam Royle's record for tying the improved clinch knot in just 9.5 seconds.

Improving your knot game can help you catch bigger fish and lose less tackle, which ultimately becomes marine debris. You can find a graphic of the clinch knot, and learn more about the campaign at [www.reefclean.org](#) **See More**

TIKTOK.COM

Amber Accendere on TikTok

#reefclean2020

92

People Reached

11

Engagements

Boost Unavailable

3

1 Share

Like

Comment

Share

Comment as ReefClean

TIKTOK.COM

Amber Accendere on TikTok

#reefclean2020

101

People Reached

25

Engagements

Boost Unavailable

7

2 Comments

1 Share

ReefClean
 June 16 at 12:00 PM · 🌐

Ryan from @Halifax Homebrew and Tackle made the **#KnowYourKnots** challenge look too easy!

Send us a video of your attempt of tying the improved clinch knot as fast as you can.

Improving your knot game can help you catch bigger fish and lose less tackle, which ultimately becomes marine debris. You can find a graphic of the clinch knot, and learn more about the campaign at [www.reefclean.org/lookafteryourtackle...](#) **See More**

Reach More People With This Post
 You could reach up to 1,484 people daily by boosting your post for A\$25.

1,320

People Reached

250

Engagements

Boost Post

19

3 Comments

10 Shares

9:55

4G

Adam Royle

1

@reefclean2020 · 6-1

Enter the #ReefClean know your knots challenge. Can you beat Adam's time?

#knowyourknots #sportsfishing

#improvedclinchknot #tangaroablue

sound - reefclean2020

Add comment...

LOOK AFTER YOUR TACKLE FINAL REPORT, JUNE 2020

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mobile: 0410 166 684
email: reefclean@tangaroablue.org
www.reefclean.org

LOOK AFTER YOUR TACKLE

Tangaroa Blue Foundation and Australian National Sportfishing Association tie up to tackle fishing litter

Yet to be released to the media: The Tangaroa Blue Foundation and the Australian National Sportfishing Association are challenging fishers across the country to *know your knots* in a bid to reduce the amount of fishing line lost in our waterways.

The news comes as the Australian Marine Debris Initiative Database shows that fishing line is one of the top 20 items litter impacting the Great Barrier Reef and in waterways across Australia.

"We know that helping recreational fishers tie better knots will ultimately reduce the amount of fishing line lost in our waterways," says Tangaroa Blue CEO Heidi Tait.

"By tackling this issue with the Australian National Sportfishing Association, we're hoping to share their knowledge of knots with the wider fishing community."

The groups are challenging fishers across the country to see how quickly they can tie the improved clinch knot in a bid to beat professional sportfisherman Adam Royle's TikTok record of 9.5 seconds.

"The improved clinch knot is one of the toughest knots around so if you master it, the chances are you'll lose less line. But it can be a little tricky, so get busy and see if you can beat my time before you tie yourself in knots," Adam says.

The *Know Your Knots* challenge is part of the *ReefClean Look After Your Tackle* campaign which will run until June 30 and will also see fishing litter monitored at several sites around the Great Barrier Reef.

"We're challenging all fishers across the country to know your knots and see if you can master the Clinch in record quick time. It's a lot of fun, and it's all in the name of reducing the amount of litter that ends up in our waterways," says Tait.

ReefClean is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue Foundation.

For more information on the *Look After Your Tackle* campaign, visit: ReefClean.org/lookafteryourtackle.

ENDS

MEDIA CONTACT: Tom Godfrey - 0477 486 095 - tom@tangaroablue.org

ReefClean is funded by the Australian Government's Reef Trust. ReefClean is a project to remove and reduce marine debris impacting the Great Barrier Reef.



N Northern Star

TikTok helps fishos learn about the impact of litter

10 hours ago



FISHING 50 YEARS WORLD

□ News How to Video Boats Gear WIN! □

Tackling fishing litter: Know your knots!

11 June 2020

□ 0 Comments

THE Tangaroa Blue Foundation and the Australian National Sportfishing Association (ANSA) are challenging fishers across the country to "know your knots" in a bid to reduce the amount of fishing line lost in Australian waterways.

According to the Australian Marine Debris Initiative Database, fishing line is one of the top 20 items litter impacting the Great Barrier Reef and in waterways across Australia.



According to the Australian Marine Debris Initiative Database, fishing line is one of the top 20 items litter impacting the Great Barrier Reef. Image: Patrick Linehan

"We know that helping recreational fishers tie better knots will ultimately reduce the amount of fishing line lost in our waterways," says Tangaroa Blue CEO Heidi Tait.

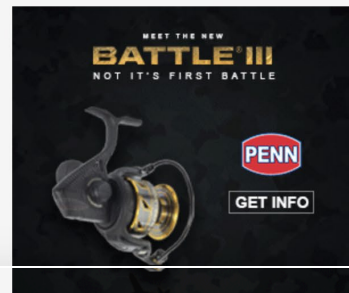
"By tackling this issue with the Australian National Sportfishing Association, we're hoping to share their knowledge of knots with the wider fishing community."

The groups are challenging fishers across the country to see how quickly they can tie the improved clinch knot in a bid to beat professional sportfisherman Adam Royle's TikTok record of 9.5 seconds.

"The improved clinch knot is one of the toughest knots around so if you master it, the chances are you'll lose less line. But it can be a little tricky, so get busy and see if you can beat my time before you tie yourself in knots," Royle said.

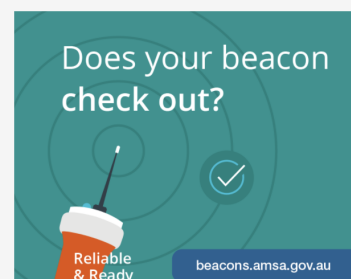
The Know Your Knots challenge is part of the ReefClean Look After Your Tackle campaign which will run until June 30 and will also see fishing litter monitored at several sites around the Great Barrier Reef.

For more information: ReefClean.org/lookafteryourtackle.



Newsletter Signup

Sign-up to receive the twice-weekly email newsletter.





Look after your tackle

June 21, 2020 / CV News

The Tangaroa Blue Foundation and the Australian National Sportfishing Association are challenging fishers across the country to *know your knots* in a bid to reduce the amount of fishing line lost in our waterways.

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“We’re challenging all fishers across the country to know your knots and see if you can master the Clinch in record quick time. It’s a lot of fun, and it’s all in the name of reducing the amount of litter that ends up in our waterways,” says Tait.

ReefClean is funded by the Australian Government’s Reef Trust and delivered by Tangaroa Blue Foundation.

For more information on the *Look After Your Tackle* campaign, visit: [ReefClean.org/lookafteryourtackle](https://www.ReefClean.org/lookafteryourtackle).






← → ↻ tangaroablue.org/amdi-network/reefclean/lookafteryourtackle/ 🔍 ☆ 👤

TANGAROA BLUE AUSTRALIAN MARINE DEBRIS INITIATIVE 🗣️ 📧 🏠 👤

HOME ABOUT ▼ AMDI ▼ GET INVOLVED ▼ RESOURCES ▼ SEA STORE ▼ CONTACT 🔍 **DONATE**



LOOK AFTER YOUR TACKLE

The only place we wanna see your tackle is in the bin :)

Recover
lost line & tackle

Reuse
any tackle you find

Remove
bin litter & discarded line

ReefClean

Home > AMDI Network > ReefClean > Look After Your Tackle

Look After Your Tackle

Join the ReefClean *Look After your Tackle* campaign today!

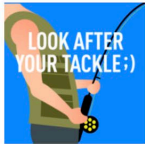
Our ReefClean *Look After your Tackle* campaign is an initiative to help educate recreational fishers about the scale and impact of fishing litter around the Great Barrier Reef.

By joining our campaign you're showing your support for reducing fishing litter and helping recreational fishers look after their tackle.


Download our FREE *Look After your Tackle* toolkit

We've created some awesome images you can share on your socials and display on your tackle box or esky. Simply click to download them and *Look After Your Tackle*.


FACEBOOK AND INSTAGRAM PROFILE



Instagram Post 1080 x 1080



Instagram Post 1080 x 1080



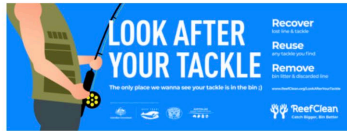
Facebook Post



Facebook Post



Facebook Cover



Why the *Look After your Tackle* campaign?

With fishing litter plaguing the Great Barrier Reef, in May this year, we ran an online ReefClean Source Reduction Plan Workshop looking at how to prevent fishing litter from ending up in the environment.

We are focusing on creating a positive education campaign encouraging fishers to *Look after your Tackle*.

The Australian Marine Debris Initiative Database shows that fishing line is one of the top 20 items of litter impacting the Great Barrier Reef and waterways across Australia.

How does the campaign work?

On the ground, we are rolling out targeted sticker signage at a number of stores and fishing litter hotspot locations around reef catchments. We are then monitoring the amount of fishing litter in these hotspots before and after the signage is implemented. We're also teaming up with the Australian National Sportfishing Association to run a [know your knots](#) challenge.

What's the **KNOW YOUR KNOTS CHALLENGE**?

The Tangaroa Blue Foundation and the Australian National Sportfishing Association are challenging fishers across the country to [know your knots](#) in a bid to reduce the amount of fishing line lost in our waterways. The challenge is simple:

- Grab some line and a hook
- Film and time yourself tying the improved clinch knot
- Post your video in response to Adam Royle's TikTok [know your knots](#) challenge. You have 9.5 seconds to beat!

How can individuals get involved?

The easiest way to show your support for the campaign is to display the *Look After your Tackle* imagery on your social channels, tackle box, or esky. You can also head to TikTok and see if you can beat Adam Royle's time of 9.5 seconds tying the improved clinch knot.

How can stores help?

We need your help to encourage recreational fishers to look after their tackle. To get involved:

- Simply download the campaign assets from our website: reefclean.org/lookafteryourtackle.
- Display the campaign sticker in store
- Display the campaign design on your socials
- Mention the [know your knots](#) challenge to customers

Why should you join the campaign?

It's free! And you'll help to reduce the amount of fishing line that ends up in our waterways.

How long will the campaign run for?

The on the ground *Look After your Tackle* campaign will be launched in June and the first sites will be reported on by June 30. We'll look to expand the campaign in the new financial year.

For more information, email: reefclean@tangaroablue.org.

ReefClean is funded by the Australian Government's Reef Trust.

© Tangaroa Blue 2018

Why are you encouraging smoking?

We're not encouraging smoking, we're encouraging smokers to change their behaviour and *Ditch the Flick*.

How long will the campaign run for?

The on the ground *Ditch the Flick* campaign will be launched in June and the first four sites will be reported on by June 30. We'll look to expand the campaign in the new financial year.

For more information, email reefclean@tangaroablue.org.

ReefClean is funded by the Australian Government's Reef Trust.

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LOOK AFTER YOUR TACKLE FINAL REPORT, JUNE 2020

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