

Newstreams Subscriber Survey 2018 Report

Newstreams subscribers were surveyed in 2012. Subscribers were again invited to provide feedback via a repeat survey in June-July 2018. There was a very low rate of participation: only 59 subscribers responded, representing only 2.2% of the total number of subscribers. Generally, people unsatisfied with a subscription will unsubscribe. The results of this survey do not suggest that there needs to be any significant change to any aspect of *Newstreams*.

Recreational fishing: participation and frequency

56% of respondents described themselves as keen recreational fishers, and an additional 38% said they were occasional fishers. 8.5% indicated that they did not fish much or at all.

Location

The majority of respondents (73%) were from Australia. American subscribers made up 22% and the UK and Ireland 5%. The majority of subscribers are based in Australia.

Occupation

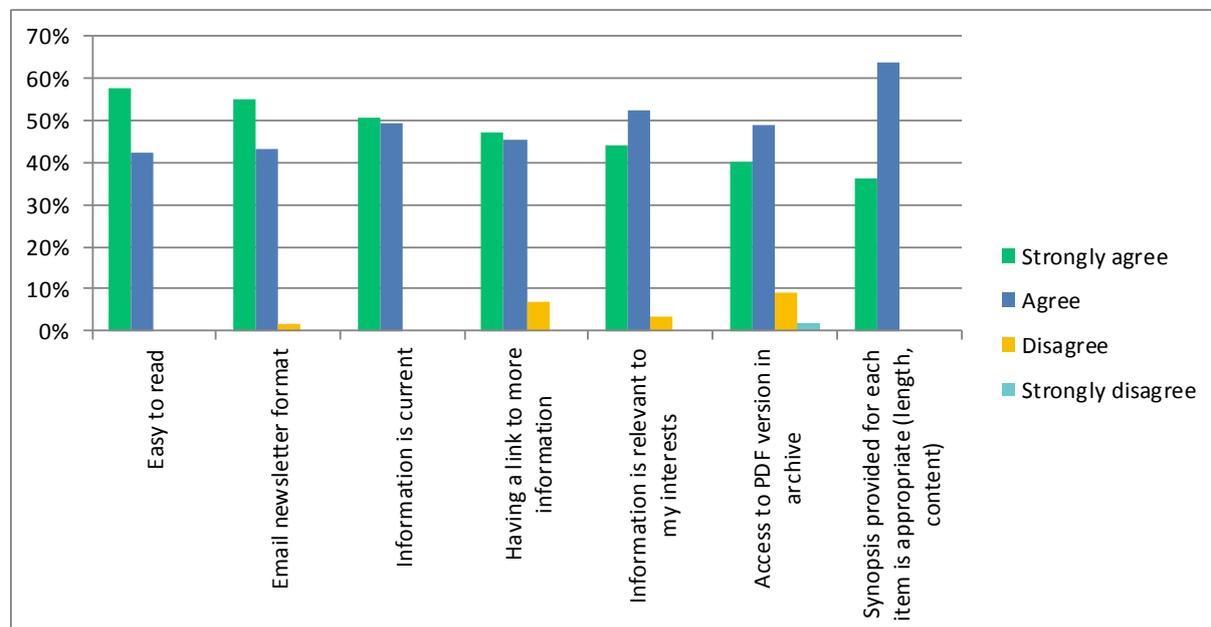
The majority of respondents are retired (53%). Of the remainder, the occupations most represented were: 'Private sector – other' (ie, not related to fishing or land and water management) (10%); 'Trades or Manual employee' (8.6%); 'Government employee – environment or habitat related' and 'Government employee – other' both had 7%. No subscribers employed by the government in fishing related work responded.

Influence

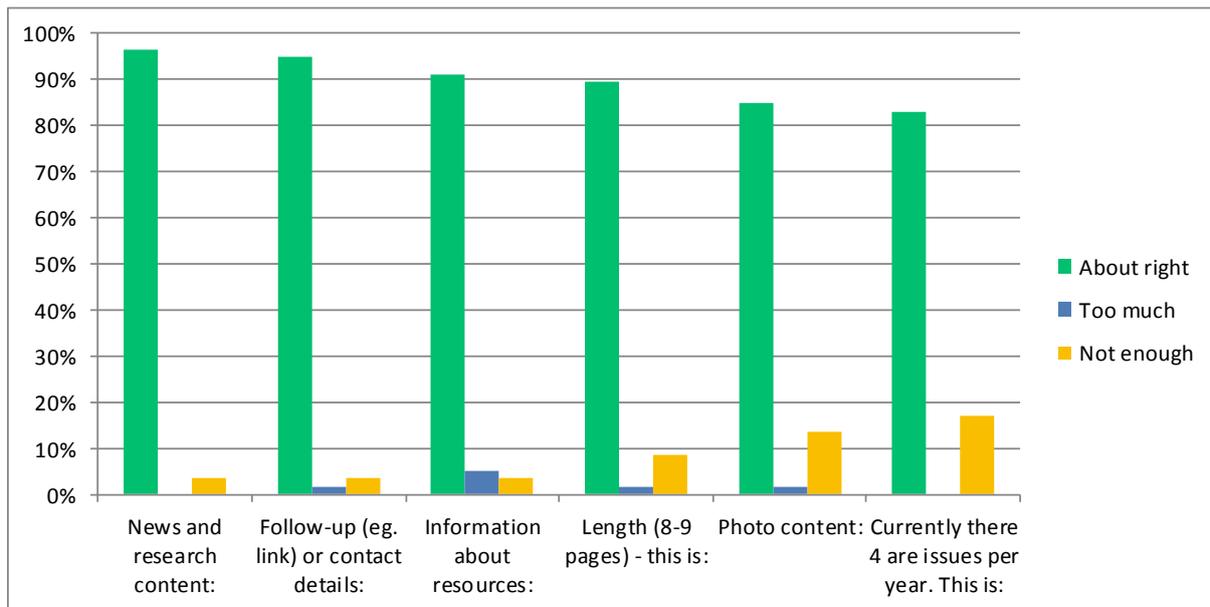
57.6% of respondents indicated that the information in *Newstreams* has influenced their thinking about the health and productivity of fish habitats a lot. An additional 32% said it had had some influence.

What works about *Newstreams*

Newstreams in its current form works for respondents. Of the 4 comments provided, two related to content.

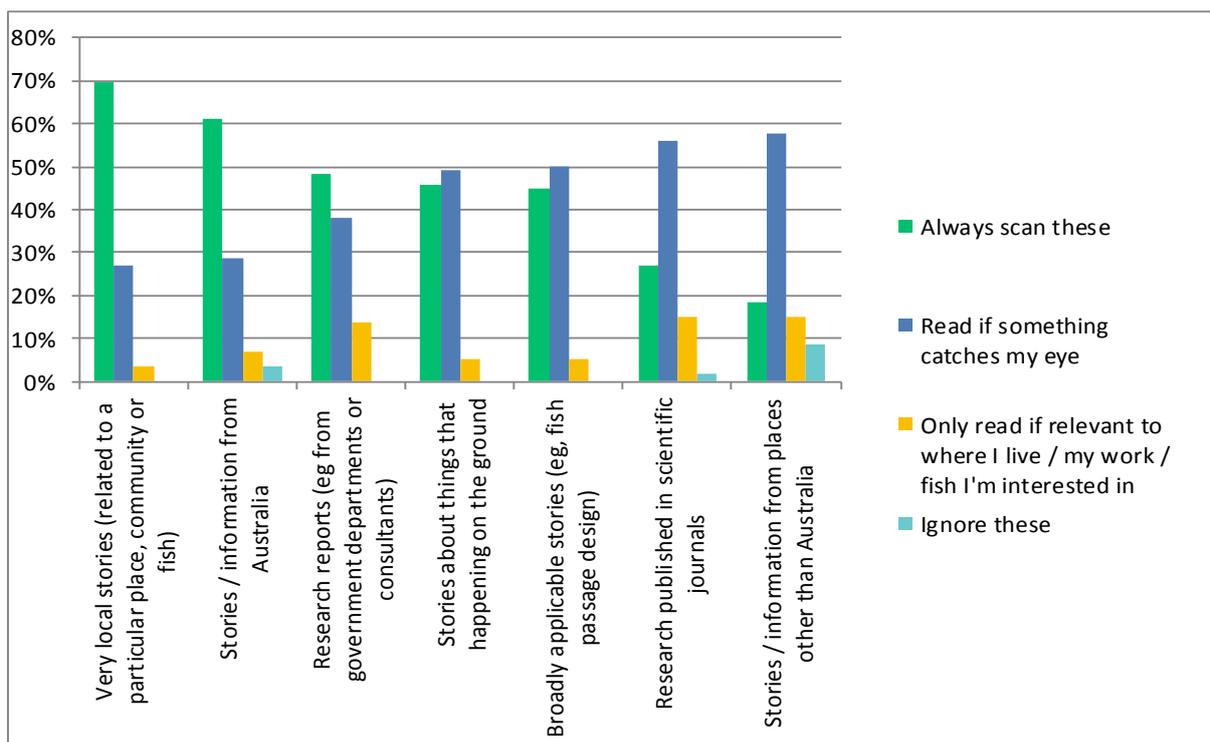


Respondents are also happy with the practical aspects of *Newstreams*. There is not a strong call for an increased number of issues per year, nor an increased length of each publication.



Content

The content that is of most interest is stories relating to a particular place, community or fish that is local for the respondent. This is reflected in earlier comments, including a perception of an '[Australian] east coast bias'. Research published in journals and non-Australian based stories are the least favoured. Research publications are generally not available to non-institutional readers, although open access articles are preferentially included, and summaries provided by third-party science communication providers (eg, ScienceDirect) are linked to when available.



Topics that respondents felt were not well enough covered in *Newstreams* largely related to fisheries regulation and fishing methods:

- Not enough information or focus on Western Australia, very biased to eastern states
- Fishery research re bag limits
- Catch methods for various sportfish species
- A line or two from the big habitat restorers eg Ozfish about current projects and how to participate.
- The thinking behind government decisions
- Fish habitats - East Gippsland
- Carp control progress
- Aquaculture
- Email links to clubs
- Types of striper fishing in NJ and their come back
- Review of longline fishing in international waters
- Potential applications of 'blue sky'/ big picture research to onground issues.
- How do aussies deal with fisheries reform?
- Freshwater fishing mainland USA
- More about fresh water licences
- Trout stream conservation issues
- Lakes and rivers famous for various species
- Inter-jurisdictional work (cross-border cooperation)
- Compare sportfishing in Australia to America
- Whale overpopulation? A possibility?
- Shark fishing on the east coast of USA
- Sustainability' in fishing resources.
- How are Australian fish regulated?
- Regulators information
- Interesting old pics of those two huge chinook, show more of that type
- More shark and sawfish stories

The editorial policy has been to focus on stories related primarily to fish habitat, in terms of how fish use habitat, the impact on fish of change in habitat (both positive and negative), and examples / techniques / successes / failures / research relating to habitat rehabilitation. Fisheries management and regulation, and fishing technique, are outside this policy.

The other editorial response is that stories can only be included if they (1) exist and (2) are reported in a way such that they can be found. Every effort is made to include material from across Australia, for example, however there is often nothing that can be found that is within the editorial guidelines for a particular State or region.

Other comments

- No I enjoy reading about the victories in returning waterways to their natural environment - thanks
- Keep up the good work, it is appreciated more than you may think.
- Keep up the good work!
- I find this program very interesting, keep up the good work.
- I like the concise nature of the emails with its precis and photos. I click on and read those things that catch my interest especially about construction or repair of habitats. My engineering background is tweaked by these articles.
- Well done

- I am the editor/producer of local fishing club Newsletter, Newstreams is a wonderful source of relevant and usually timely info which I shamelessly but with attribution use.
- This newsletter appears different to previous ones, more content, and in particular, more content from the northern half of Australia, very nice.
- I'd like the information included sent to UK politicians, the EA and Defra as we could use it here as our fisheries are commercially biased.
- It is gratifying that we can get this information. Some stories about the people behind the research.
- Really enjoy having a research organisation that gives good feedback
- I really like these newsletters. I even posted on our local NC fishing website your link to Newstreams because of your great emphasis on habitat.

Conclusion

The feedback provided by respondents does not point to a need for significant changes to *Newstreams*. Attention needs to continue to be paid to the coverage of the content, with the inclusion of local stories a priority. While it is noted that there was some interest in the inclusion of fishing / management / regulation information, the habitat focus is a defining feature of this publication and not as available elsewhere as is some of that information.

Prepared by Dr Elizabeth Baker, editor

August 2018