

ROCK FISHING IN RANDWICK CITY SURVEY 2013 REPORT



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The information and advice expressed in this report is made to the best of the authors' knowledge and beliefs based upon the information available at the time of preparation. The views are those of the consultants, not necessarily those of the Randwick City Council.

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<i>Cover photo from Stan Konstantaras</i>	

Executive Summary & Recommendations

This report presents data collected via survey over the course of nine scheduled interview days between 16 February 2013 and 7 April 2013. These interviews were conducted at known rock fishing sites in Randwick City local government areas in order to survey rock fishers about their background, awareness of dangers and ideas to improve safety.. These interviews also gathered demographic data, rates of campaign recall, water activities behaviour, attitude towards rock fishing, and emergency readiness.

There were 121 interviewees, of which 94% were male. The majority of them fell between 30 and 49 years of age (48%); the next largest group (21%) was 20-29 years of age.

Two-thirds of interviewees (63%) have lived in Australian for more than nine years, and one-eighth (14%) have lived here between 5 to 9 years, so many of the rock fishermen are familiar with water and weather conditions.

The data indicates that while there has been an increase in awareness of rock fishing safety, there is still room for improvement:

- One-fifth (21%) of all rock fishermen in Randwick will go fishing alone, instead of with a friend or buddy.
- Half of interviewees (49%) never wear a lifejacket while one-fourth (22%) wear it “sometimes” and only one-fourth (24%) wear it “always.” However, slightly over half of the rock fishermen (55%) believed that lifejackets should be mandatory.
- Fisherman were shown the mocked up ‘shock signage’ (pictured right) and 75% said a sign like this would be likely or extremely likely to reduce the rate of rock fishing accidents while 70% said it would influence their behaviour while fishing.
- An astonishing 42% of rock fishermen surveyed were unaware of the deaths in Randwick local government areas.
- An overwhelming majority (91%) of interviewees do not know first aid.
- Some of the interviewees (15%) are at serious risk of drowning – they either cannot swim (8%) or can only swim for one minute (7%) in swimming-pool conditions.
- 38 interviewees had either been swept off the rocks while fishing, or knew somebody who had.
- Fisherman found out about the fishing locations through friends or relatives (54%) or they grew up in the area (31%)



- 65% of interviewees agreed that being swept off their feet was likely to result in their drowning.
- Fisherman fish in Randwick City because they enjoy rock fishing here (24%), live close by (16%), there are good fish (14%) and believe it a safe place to fish (13%)
- The rock fishing community is split on the issue of compulsory wearing of life jackets with 55% agreeing they should be mandatory, 33% opposed and 12% unsure. During the survey there was a noticeable increase in people voluntarily wearing lifejackets.

There is a continued need for rock fishing safety campaigns in other languages.

- One-third of the rock fishermen surveyed spoke Chinese, either Mandarin (18%) or Cantonese (15%).
- One-fifth (20%) spoke Korean.

There are newcomers to the rock fishing locations.

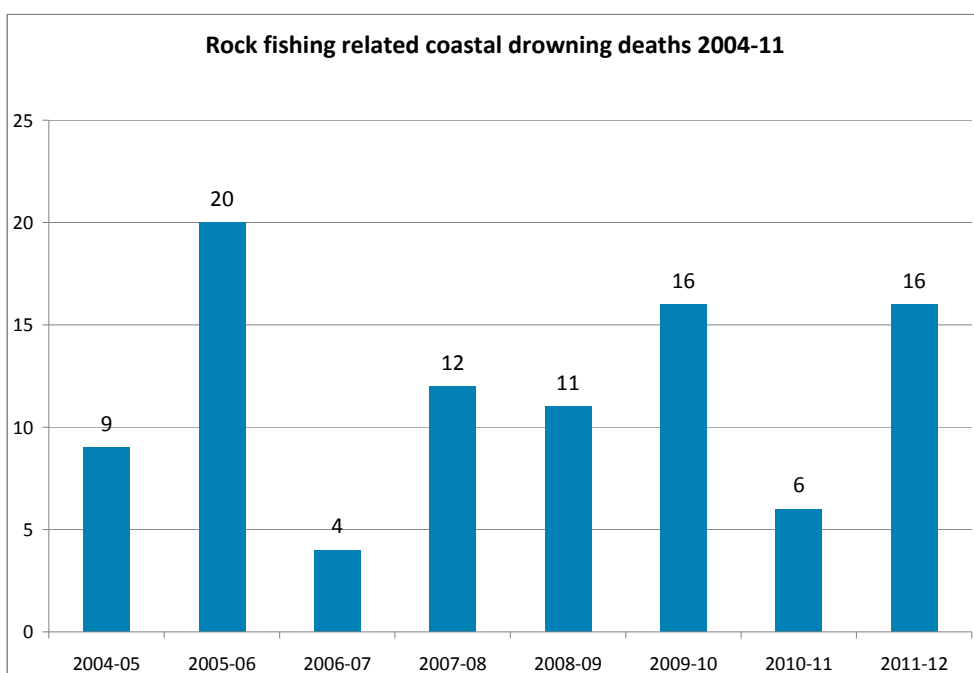
- There were tourists (3%) who were rock fishing.
- One-fifth (21%) of those surveyed were on their first rock fishing trip.
- There were as many children (3%) from ages 11 to 14 as there were children from ages 15 to 19. These youngest rock fishers are particularly vulnerable due to their size and inexperience.

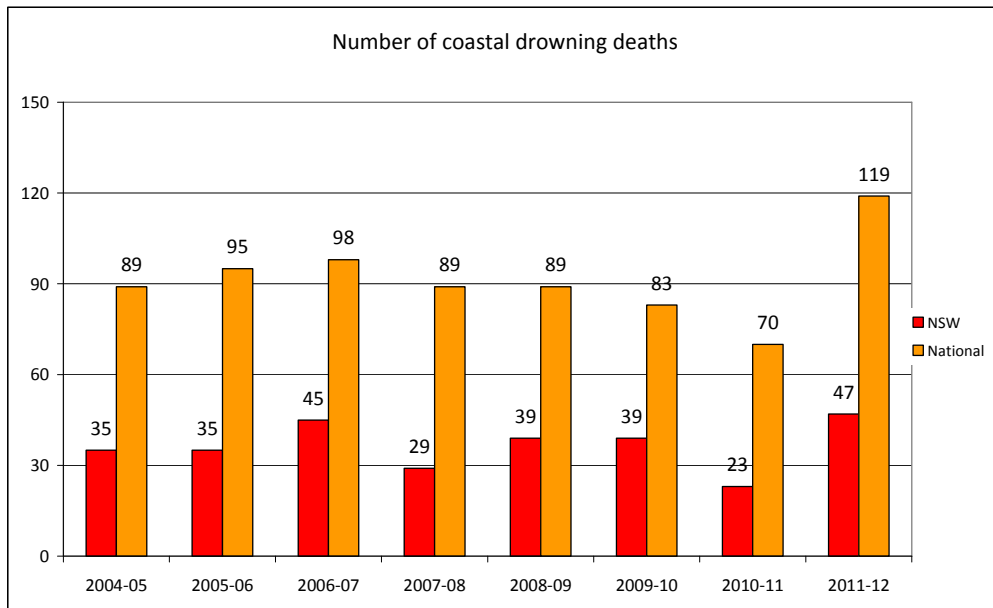
The main recommendations which Randwick City Council can consider to undertake, either alone or with Government agencies, community and other groups include:

- More information and advertising, especially online - The National Weather Services' Bureau of Meteorology (BoM) website is the most visited by rock fishermen.
- The feedback about the 'shock signage' shows that it would positively influence behaviour and installing this signage at known entry points or access trails to dangerous rock fishing locations may be effective.
- Classes in first aid and CPR resuscitation, with instructors who speak Mandarin, Cantonese, and Korean - An overwhelming majority (91%) of interviewees do not know first aid, and their CPR skills are uncertain.
- Classes in swimming, with instructors who speak Mandarin, Cantonese, and Korean - Many of the interviewees (15%) are at serious risk of drowning – they either cannot swim (8%) or can only swim for one minute (7%) in swimming-pool conditions. Students should be tested in the ocean, not only in a swimming pool.
- An information campaign aimed at children - There were as many children (3%) from ages 11 to 14 as there were children from ages 15 to 19. If children can be educated in fishing safety, swimming, the wearing of lifejackets, and first aid, they might be able to convince their parents to do likewise.
- Weather signs or flags at rock fishing sites - because 22% of those surveyed do not always check the weather forecast beforehand.
- A central area for signs and information, such as - diagram of the area's riptides and undertows, CPR diagram, first aid instructions, distance to nearest emergency telephone, and how to tell when it's too dangerous to stay on the rocks.

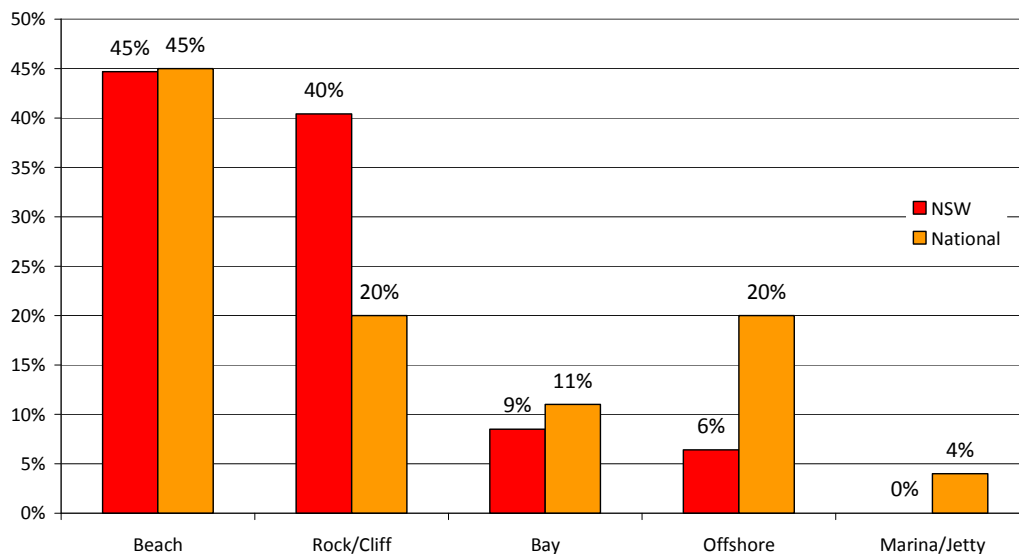
Introduction

Rock fishing is one of the dangerous sports in Australia. Surf Life Saving Australia published its most recent annual National Coastal Safety Report on 13 December 2012 (see below three diagrams). It showed that in the 2011-12 financial year there were 119 drowning deaths along the Australian coast. Of these drowning, 47 (40%) drowning deaths occurred in New South Wales – 16 (13%) were attributed to rock fishing. An additional two people have died from rock fishing in Randwick City Council in the 2012-13 financial year to date – bringing total recent deaths since September 2011 to six people, with half occurring in the vicinity of Julieanne's in Little Bay.





Location of coastal drowning deaths 2011-2012
(NSW n=47, national n= 119)



These statistics show that even though Randwick's 29km of coastline accounts for just 0.11% of the entire Australian coastline, in 2011-12 it accounted for 27% of the rock fishing deaths in Australia. Statistically you are more likely to die rock fishing in Randwick City than anywhere else in Australia. According to *The Daily Telegraph*, Randwick holds the unofficial title of the most deadly rock fishing area in Australia¹.

In response to these tragic statistics, the Mayor of Randwick, Councillor Tony Bowen, tabled a Mayoral Minute at a Council meeting on 27 November 2012. This Minute was unanimously adopted by Council. The resolution of that Minute was that:

¹ <http://www.dailytelegraph.com.au/newslocal/city-east/council-survey-aimed-at-shaking-deadliest-rock-fishing-tag-for-randwick-area/story-fngr8h22-1226606690015>, published March 26, 2013 by The Telegraph.

- a) *Council expresses its shock and sadness at the high number of rock fishing deaths in the Randwick City area.*
- b) *Council meets with relevant rock fishing experts to review what can be done to improve safety.*
- c) *Council welcomes the commencement of Project Blueprint and work closely with SLSA to review the findings.*
- d) *Council conducts an on-the-ground survey of rock fishing in Randwick City to help develop a rock fishing safety strategy.*

This Project Report responds to resolution d) above to conduct an on-the-ground survey of rock-fishing in Randwick City Council.

Demographic data from Australia Census 2011

According to the Australian Bureau of Statistics (ABS), Randwick local government areas' total population as of the 2011 Census was 128,989 persons, which includes the following:

Country of birth	Randwick (C)	%	New South Wales	%	Australia	%
Australia	69,562	53.9	4,747,372	68.6	15,017,847	69.8
Other top responses						
China (excludes SARs and Taiwan)	5,827	4.5	156,035	2.3	318,969	1.5
England	5,556	4.3	227,524	3.3	911,593	4.2
New Zealand	2,788	2.2	114,232	1.7	483,398	2.2
Indonesia	2,617	2.0	26,834	0.4	63,159	0.3
Malaysia	1,903	1.5	27,258	0.4	116,196	0.5

In Randwick local government areas, 53.9% of people were born in Australia. The most common countries of birth were China (excludes SARs and Taiwan) 4.5%, England 4.3%, New Zealand 2.2%, Indonesia 2.0% and Malaysia 1.5%.

Language, top responses (other than English)	Randwick (C)	%	New South Wales	%	Australia	%
Mandarin	6,128	4.8	139,822	2.0	336,410	1.6
Greek	4,948	3.8	86,602	1.3	252,217	1.2
Cantonese	4,419	3.4	136,373	2.0	263,673	1.2
Indonesian	2,486	1.9	24,782	0.4	55,870	0.3
Spanish	1,974	1.5	55,624	0.8	117,498	0.5
English only spoken at home	79,917	62.0	5,013,343	72.5	16,509,291	76.8
Households where two or more languages are spoken	16,656	35.0	604,562	24.5	1,579,949	20.4

In the area, 62.0% of people only spoke English at home. Other languages spoken at home included Mandarin 4.8%, Greek 3.8%, Cantonese 3.4%, Indonesian 1.9% and Spanish 1.5%.

Survey methodology and sample size

Randwick City Council commissioned Multicultural Marketing and Management (MMM) to conduct the research in the nominated locations: Cape Banks, Jolong, The Trap and The Gutter at Little Bay, Julieanne's, Yellow Rock, North Maroubra and Mahon Pool. The locations were surveyed on 10 February 2013 to assess the occupational health and safety risks for MMM interviewers. Risk assessment reports were then submitted to Randwick City Council for comment and approval.

MMM's six interviewers were trained in the Australian Market and Social Research Society (AMSRS) code of professional conduct, and were briefed about the project's aims, findings from the risk assessment reports and details of the questionnaire. They conducted the interviews by working in groups of two or three persons together.

The questionnaire was translated into simplified Chinese, Korean and Vietnamese. Bilingual interviewers approached ethnic-looking rock fishermen and conducted the interviews in Cantonese, Mandarin, Korean, Vietnamese, and in English. Answers to open-ended questions were back-translated into English after the completion of each survey. English speaking interviewers conducted interviews with English speaking rock fishermen.

The surveys were in paper format. The interviewer asked questions and prompted interviewees when necessary. Each interview day was attended by at least two interviewers. These surveys were conducted between 16 February 2013 and 7 April 2013.

The target audience was multilingual and multicultural rock fishermen who fish along the Randwick City Council coastline.

The Australian National Sportfishing Association has estimated that there are around 800,000 rock fishermen in Australia.² While the statistics of people who fish in the Randwick City Council is unknown, we assumed that 1.1% of the rock angler population engages in rock fishing in the area (10 times the 0.11% of coastline the Randwick local government areas covers in Australia, due to its high incidence of rock fishing deaths). The target population was therefore 8,800.

The sample size was calculated at 150 with a confidence level of 95% and a confidence interval of 8.

A confidence interval of 8 means that if 57% of the sample picks an answer we can be confident that if we had asked the question of the entire relevant population, between 49% (57-8) and 65% (57+8) would have picked that answer.

When we put the confidence level and the confidence interval together, we can say that we are 95% sure that when 57% of the sample picks an answer, the true percentage of the entire relevant population who would have picked that answer is between 49% and 65%.

Due to severe weather on several weekends which reduce the number of rock fishermen frequenting the survey locations, **the final sample surveyed was 121**. It means a confidence level of 95% and a confidence interval close to 9. We can say that we are 95% sure that when 57% of the sample picks an answer, the true percentage of the entire relevant population who would have picked that answer is between 48% and 66%.

² Based on a 20% estimate of the four millions estimated in Konstantaras, Stan (2008). Rock Fishing Safety and National Parts around Australia: Response to Suridge. Australian National Sportfishing Association (ANSA), pg. 3. Available online at: <http://www.ansansw.com.au/Hot%20Topics/RockfishingSafetyResponseSuridge.pdf>

Interviews and report contents

The 121 face-to-face interviews were conducted from 16 February 2013 to 7 April 2013, mainly from Friday to Sunday (usually 7 am to 10 am, or 3 pm to 5 pm), including the Easter holiday, but there were three weeks of severe weather that hindered the interviewers from conducting the survey. In each location, we had two interviewers work together; they were each equipped with a lifejacket, suitable rock fishing shoes and hat, and used sunscreen.

The surveys were the subject of a news story on Channel 10 news, featuring Tony Bowen, Randwick mayor. The video is online at http://www.youtube.com/watch?v=34GP-_1HvQk, and is titled “The most dangerous sport on earth.”

In this report, MMM compiles, collates and analyses the survey results, providing quantitative and qualitative findings, comparisons and recommendations.

Respondents came from local areas – Little Bay, Maroubra, Casula, Bankstown, Epping, Baulkham Hills – to as far as Tweed Heads and Canberra; there were also two tourists from China. (See Table 1 – Home suburbs of participants – below the map.)

Figure 1 Home suburbs of participants (Sydney area only)

In Figure 1 below, each red map pin symbol indicates one interview participant came from that suburb; if the suburb has more than one participant, the number is indicated in the red pin. The blue dot indicates a dense cluster area with multiple participants.

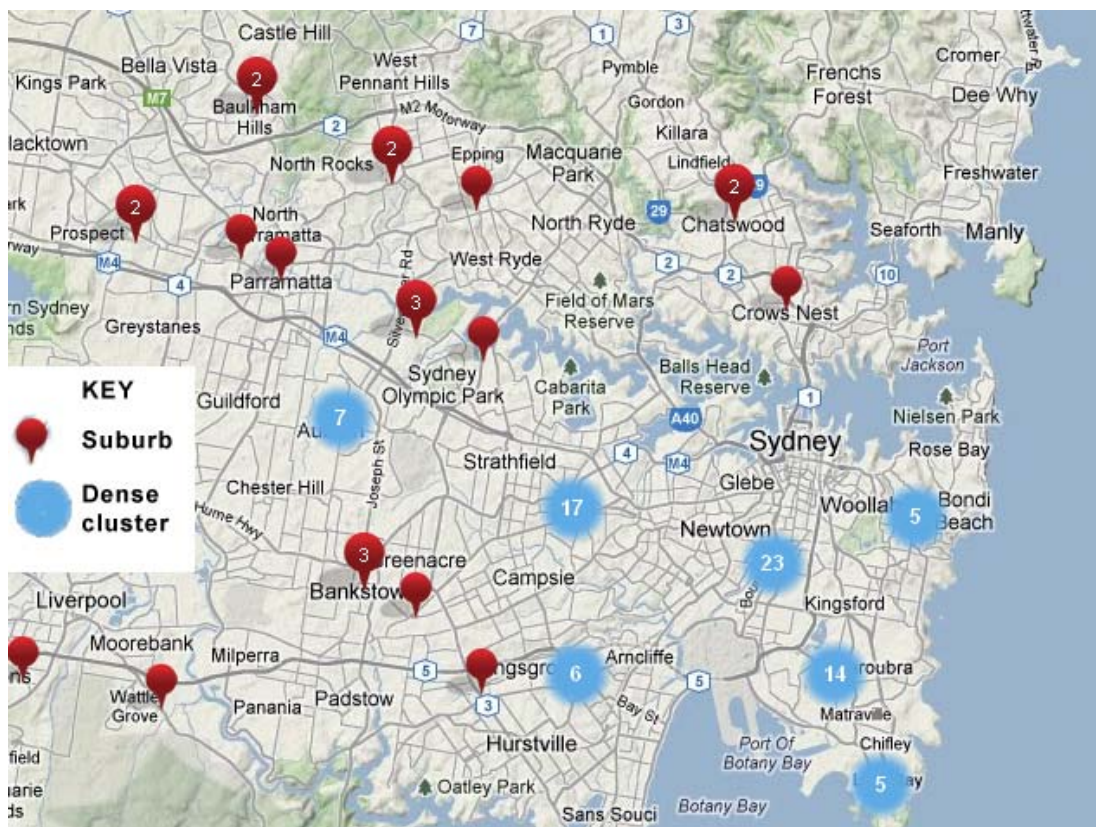


Table 2 Home suburbs of participants

Multiple participants came from these suburbs:

6 Maroubra	3 Auburn	2 Baulkham Hills	2 Matraville
6 Mascot	3 Bankstown	2 Beverly Hills	2 Randwick
5 Bondi Junction	3 Botany	2 Carlingford	2 Rockdale
5 Campsite	3 Epping	2 Chatswood	2 Strathfield
5 Newtown	3 Lidcombe	2 Chifley	
4 Ashfield	3 Newington	2 Girraween	
4 Little Bay	3 Pagewood	2 Kensington	
4 Leichhardt	3 Waterloo	2 Kingsford	

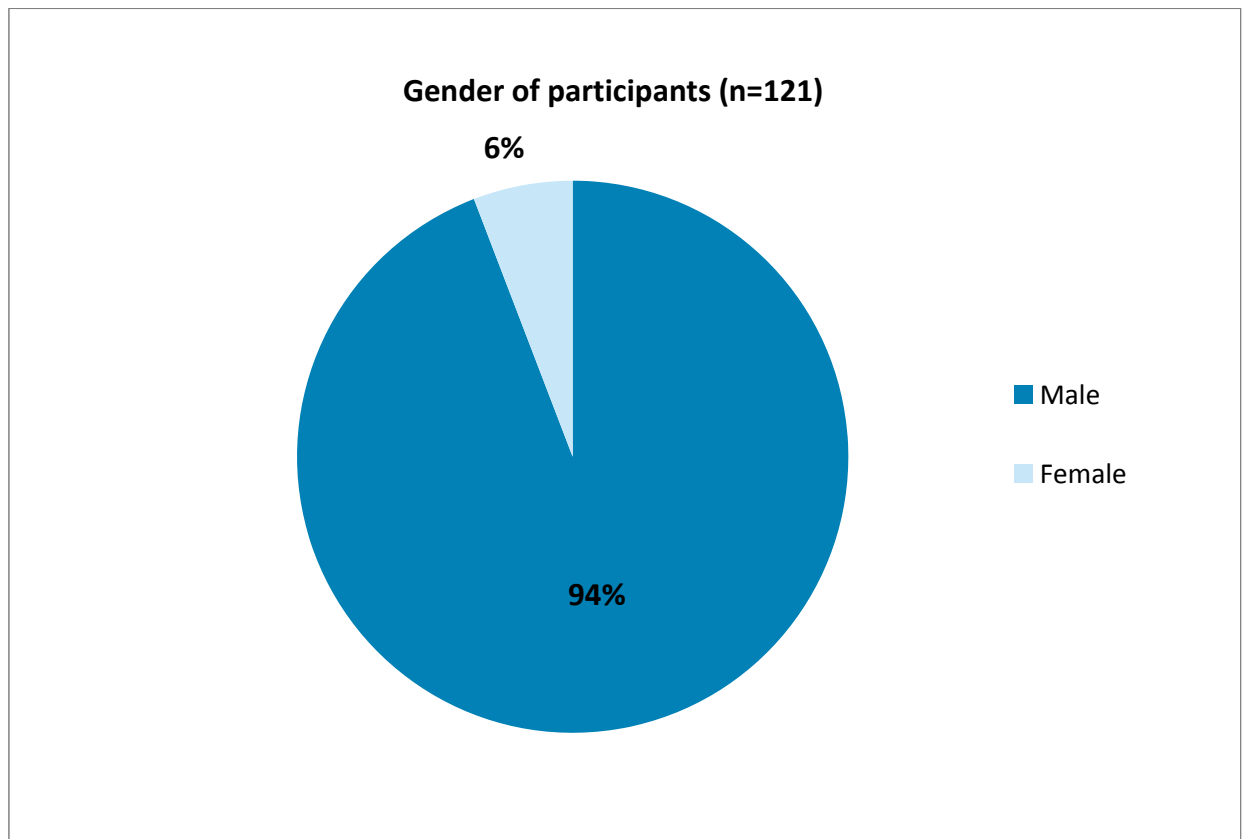
One participant came from each of the following:

Alexandria	Coogee	Hoxton Park	Redfern
Bardwell Park	Crows Nest	Hurstville	Rosebay
Belmore	Croydon	La Perouse	Summer Hills
Bexley	Eastwood	Liberty Grove	Sydney
Canberra	Erskine Park	Merrylands	Tempe
Casula	Glebe	Parramatta	Tweed Heads
Clayfield	Holsworthy	Padstow	Westmead
Concord	Homebush	Punch Bowl	

Findings

Demographic data from this survey

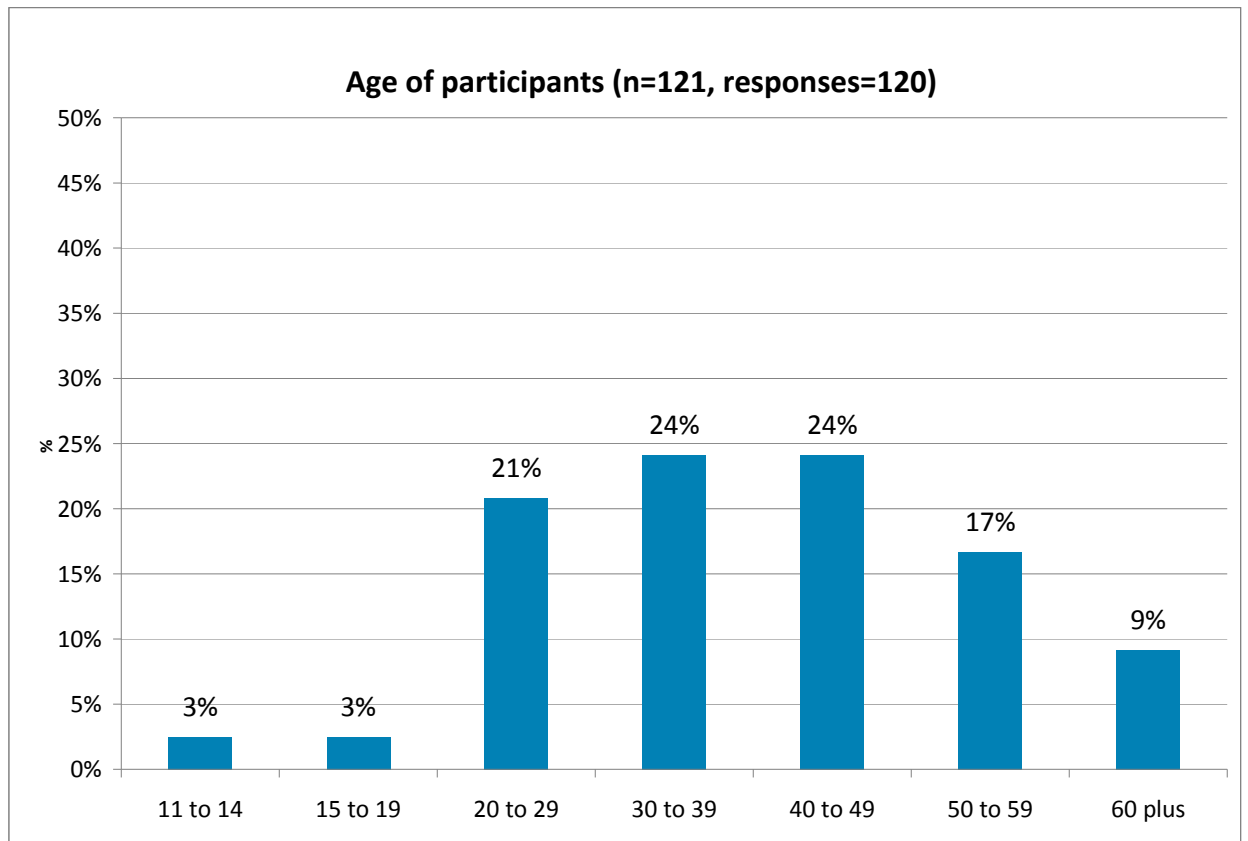
Figure 3 Gender of survey participants



Gender of survey participants.

- Of the 121 participating rock fishermen in the April 2013 survey, 94% were male and 6% were female. In comparison, the February 2010 national survey had 7.7% female participants.

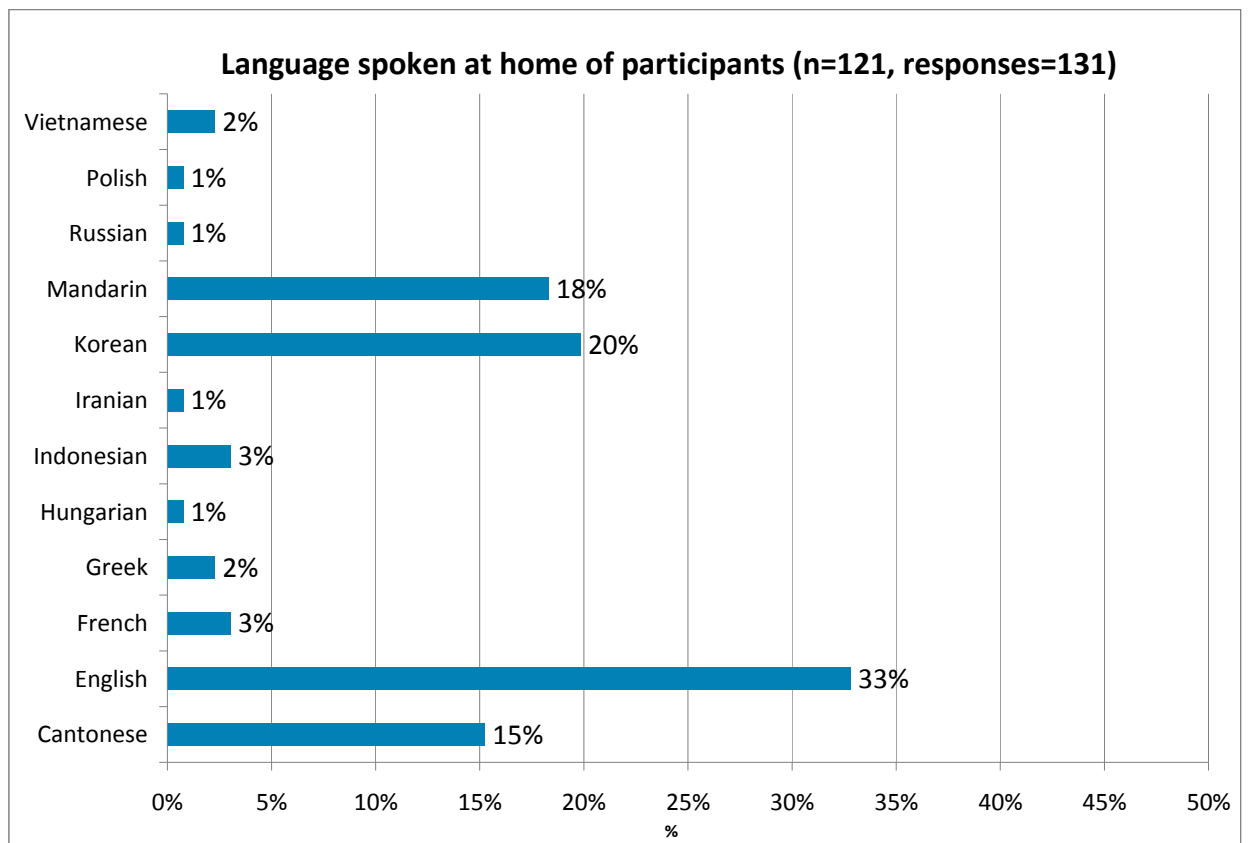
Figure 4 Age of survey participants



Age group of participants.

- The majority of interviewees fell between 30 and 49 years of age (48%).
- The next most frequent age group was 20-29 (21%), followed by 50-59 (17%).
- These age ranges reveal that the majority (86%) of rock fishers are adults between 20 and 59 years of age.
- This, paired with the data regarding gender, again confirms that a successful safety campaign should target adult males.
- There were as many children (3%) from ages 11 to 14 as there were children from ages 15 to 19. It may be worth considering a children’s informational campaign.

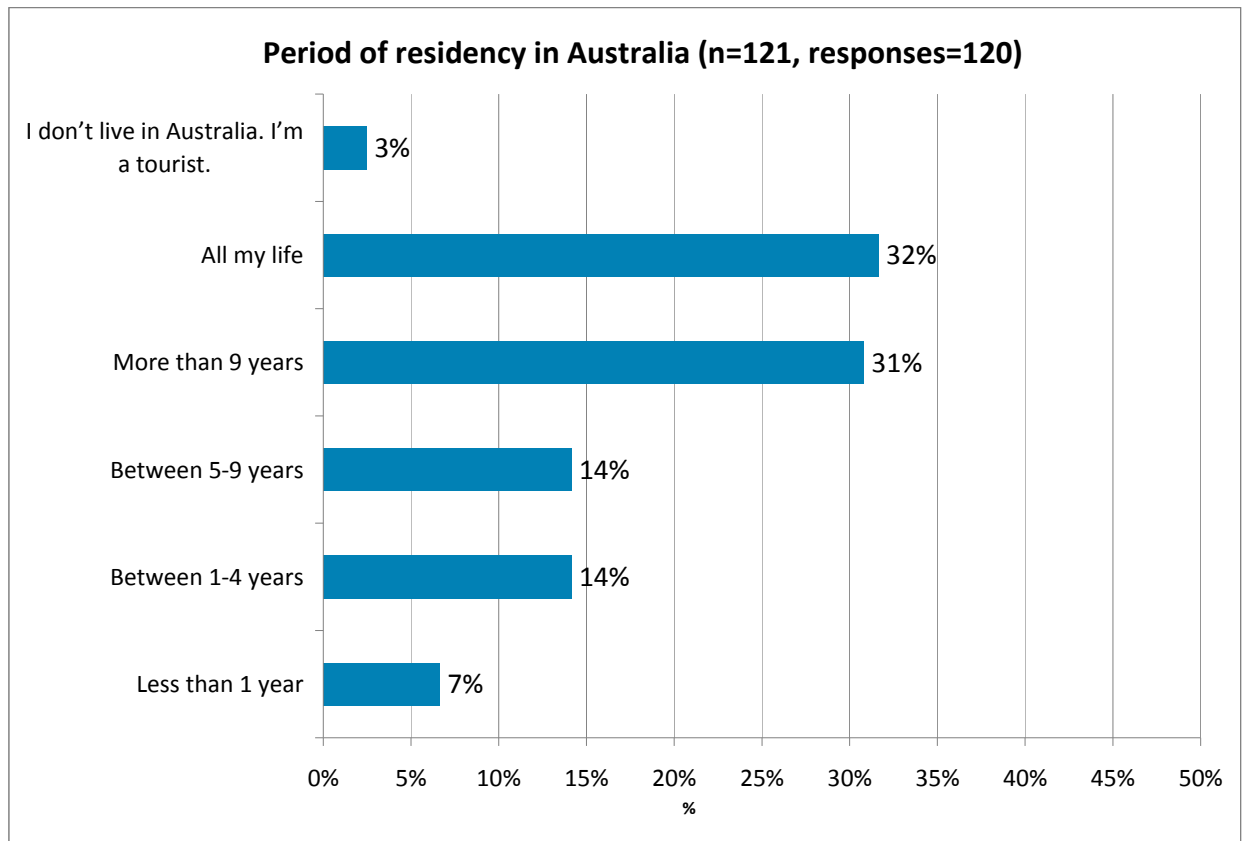
Figure 5 Language spoken at home of survey participants



Languages spoken in rock fishermen's homes.

- One-third of rock fishermen surveyed (33%) spoke English at home.
- One-third spoke Chinese, either Mandarin (18%) or Cantonese (15%).
- One-fifth (20%) spoke Korean.
- Other languages represented in the survey: Indonesian 3%, French 3%, Vietnamese 2%, Greek 2%, Polish 1%, Russian 1%, Iranian 1%, Hungarian 1%,

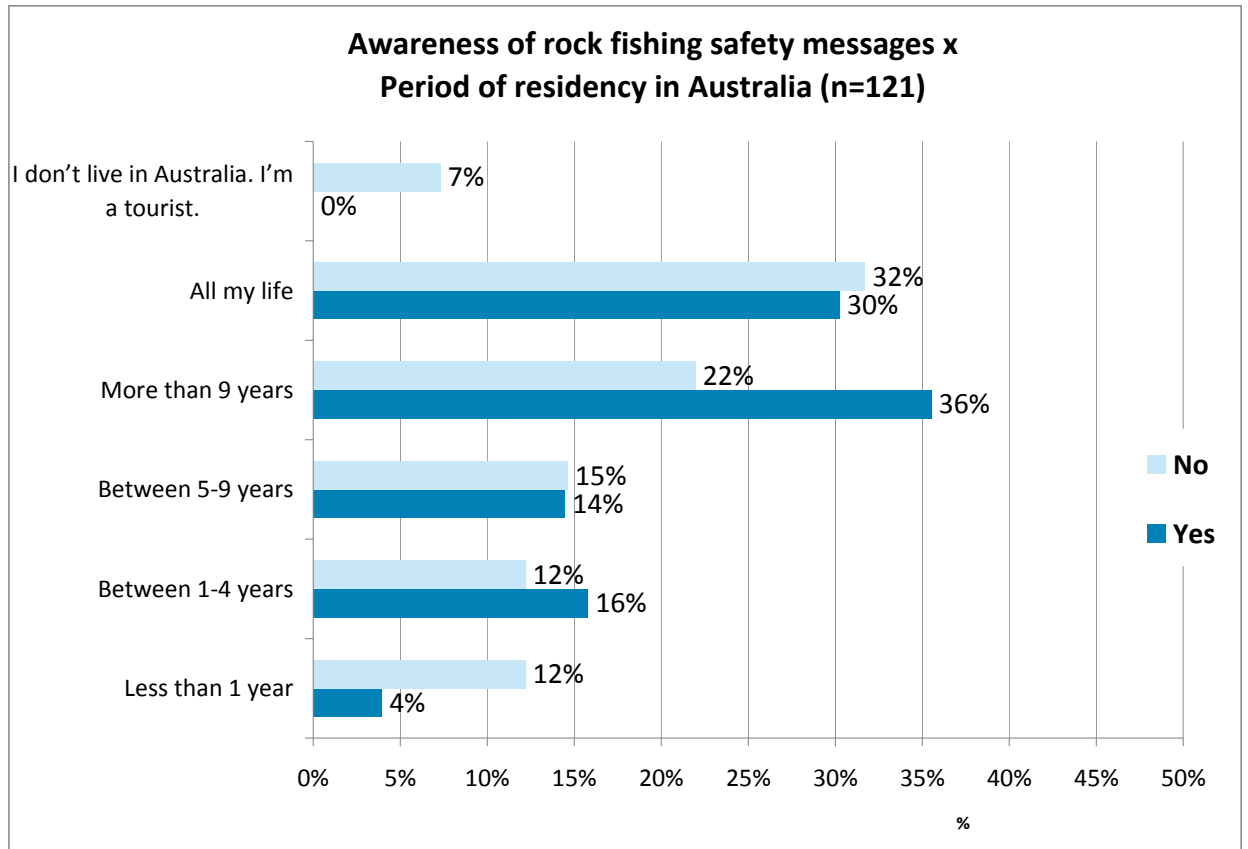
Figure 6 Years of residency in Australia



Years of residence in Australia.

- Two-thirds of interviewees (63%) have lived in Australian for more than nine years.
- One-eighth (14%) have lived here between 5 to 9 years
- This means that the majority of the target audience is familiar with Australian culture and media, and will have developed a degree of familiarity with English.
- While only 3% of those surveyed were tourists, it is important that area signs be understandable by tourists from any background.

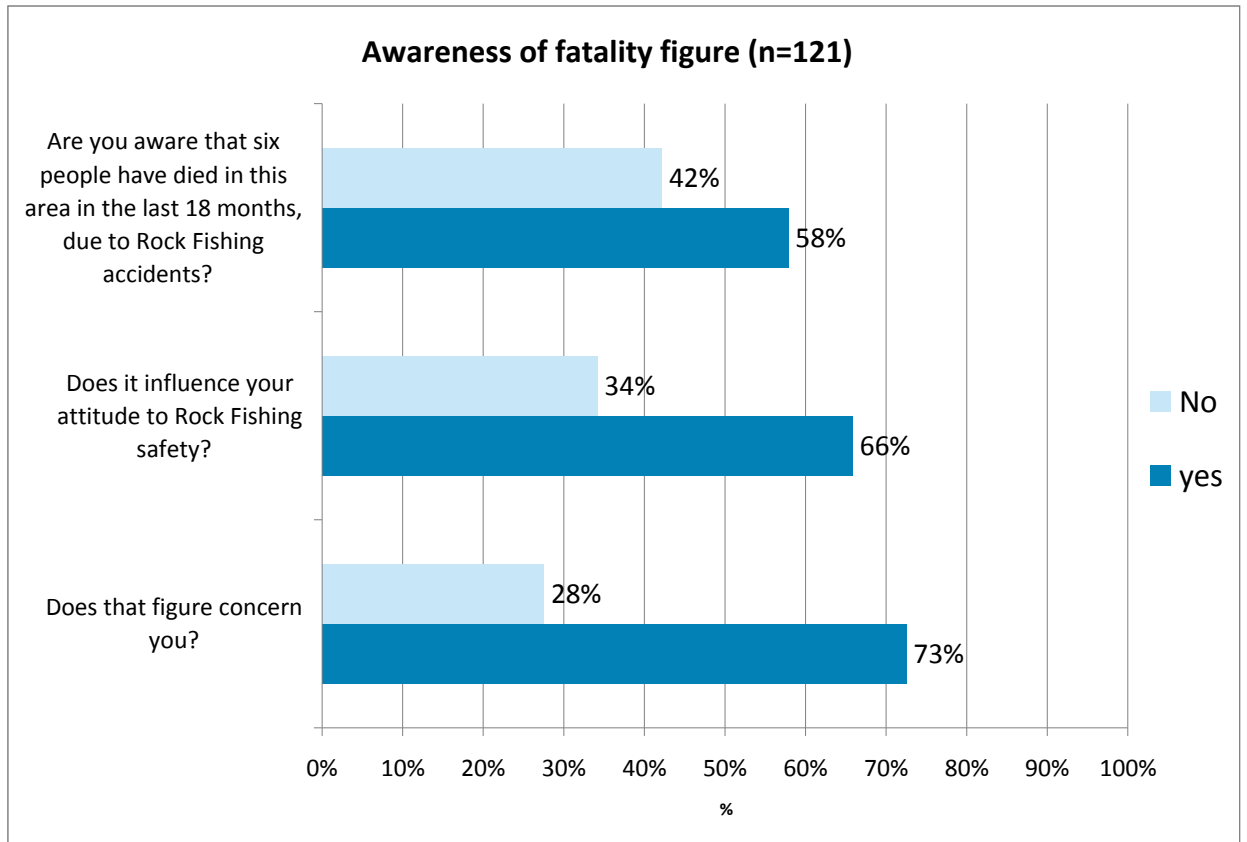
Figure 7 Awareness of rock fishing safety messages, cross-tabulated with period of residency in Australia



Cross-tabulation between years lived in Australia and awareness of rock fishing safety messages

- Of those who have lived in Australia for more than nine years but not their whole lives, 36% recalled seeing rock fishing safety messages. In the 2010 national survey showed that 59% recalled safety messages. The 2010 campaign was accompanied by high profile media campaign and rock fishing safety workshops nationwide. The existing rock fishing undertaken by Recreational Fishing Alliance (RFA) mainly used NSW print media.
- Of those who have lived here between 1 to 4 years, 16% recalled seeing messages, compared to 7.7% in the 2010 national survey.

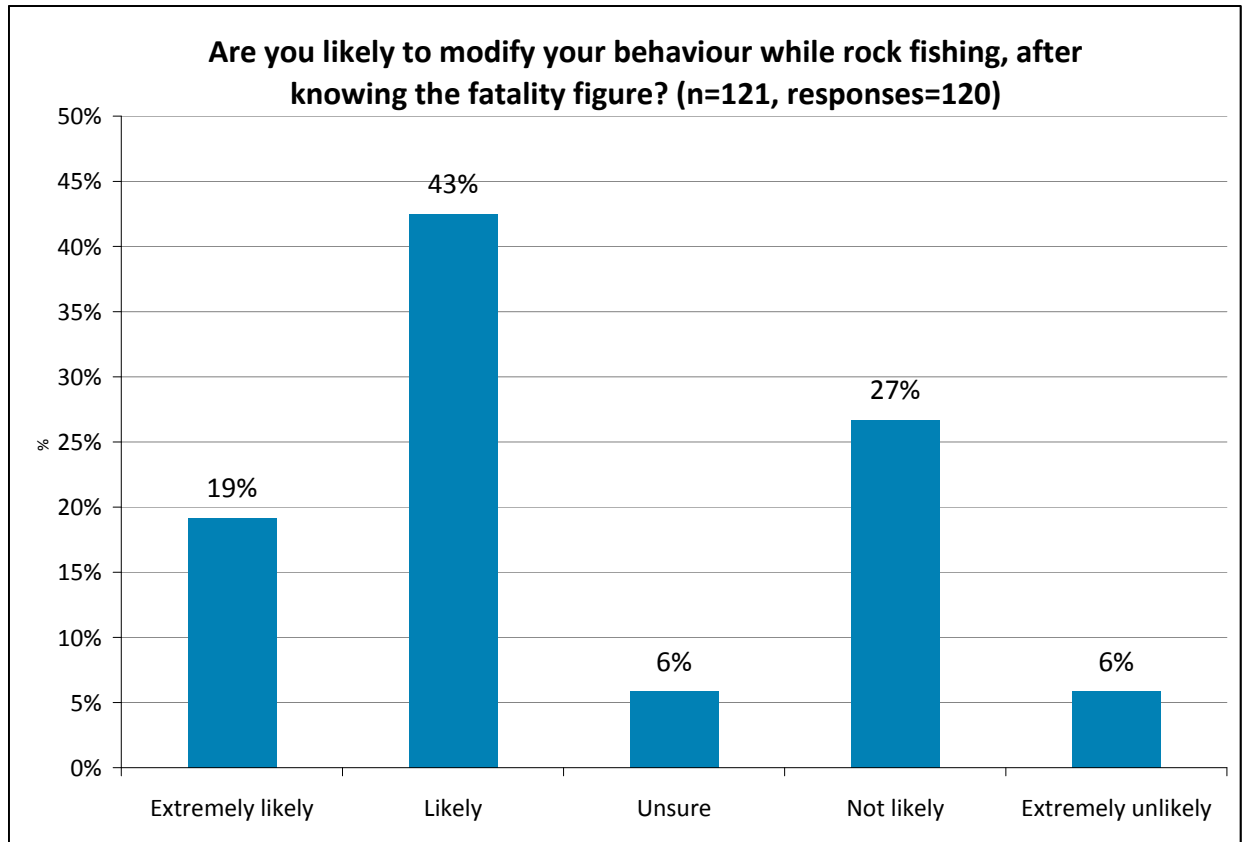
Figure 8 Awareness of fatality figures (that people have recently died in this area in rock fishing accidents)



Awareness of fatality figure.

- With the news coverage of the rock fishing deaths, it is puzzling that so many rock fishermen – 42% – were unaware of the deaths in Randwick local government areas.
- There were 34% of the respondents who said the deaths would not influence their attitude to rock fishing safety, and 28% who are not concerned over the number; they seem to believe they are more cautious than those who died.

Figure 9 Likelihood of modifying one’s behaviour while rock fishing, after knowing the fatality figure

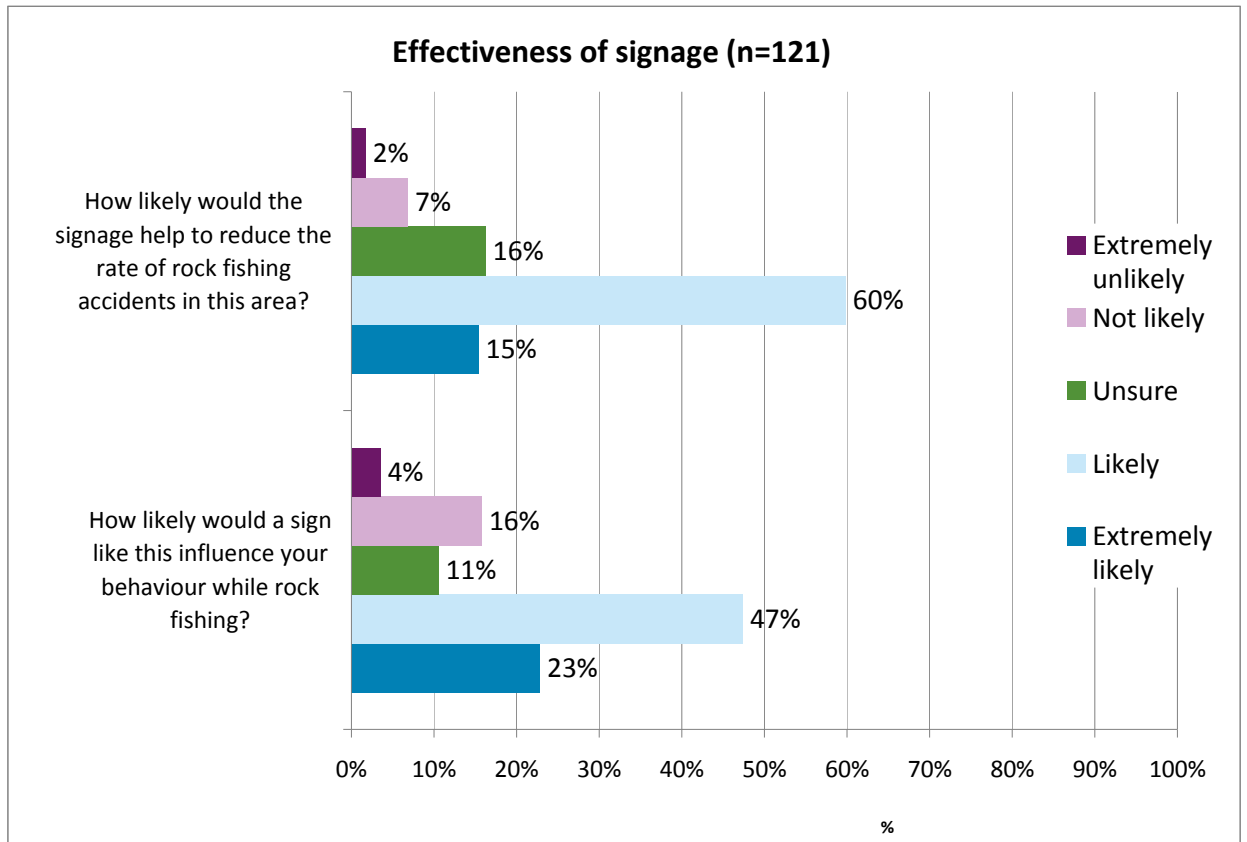


Likelihood of modifying one’s behaviour while rock fishing, after learning of the fatality figure.

Our interviewers found 38 respondents who said they had either been swept off the rocks or got into difficulty in the water while rock fishing, or they knew someone personally who had been swept off the rocks. Some of the men had helped rescue those who were swept into the water.

However, they did not seem to be overly concerned about the danger. Many of them said they were confident in their swimming ability and safety precautions. They had a sense that as long as they didn’t hit their head and lose consciousness, they would be okay – that accidents happen only to those who don’t watch their surroundings.

Figure 10 Effectiveness of signage (photo of a possible warning sign showing number of deaths)

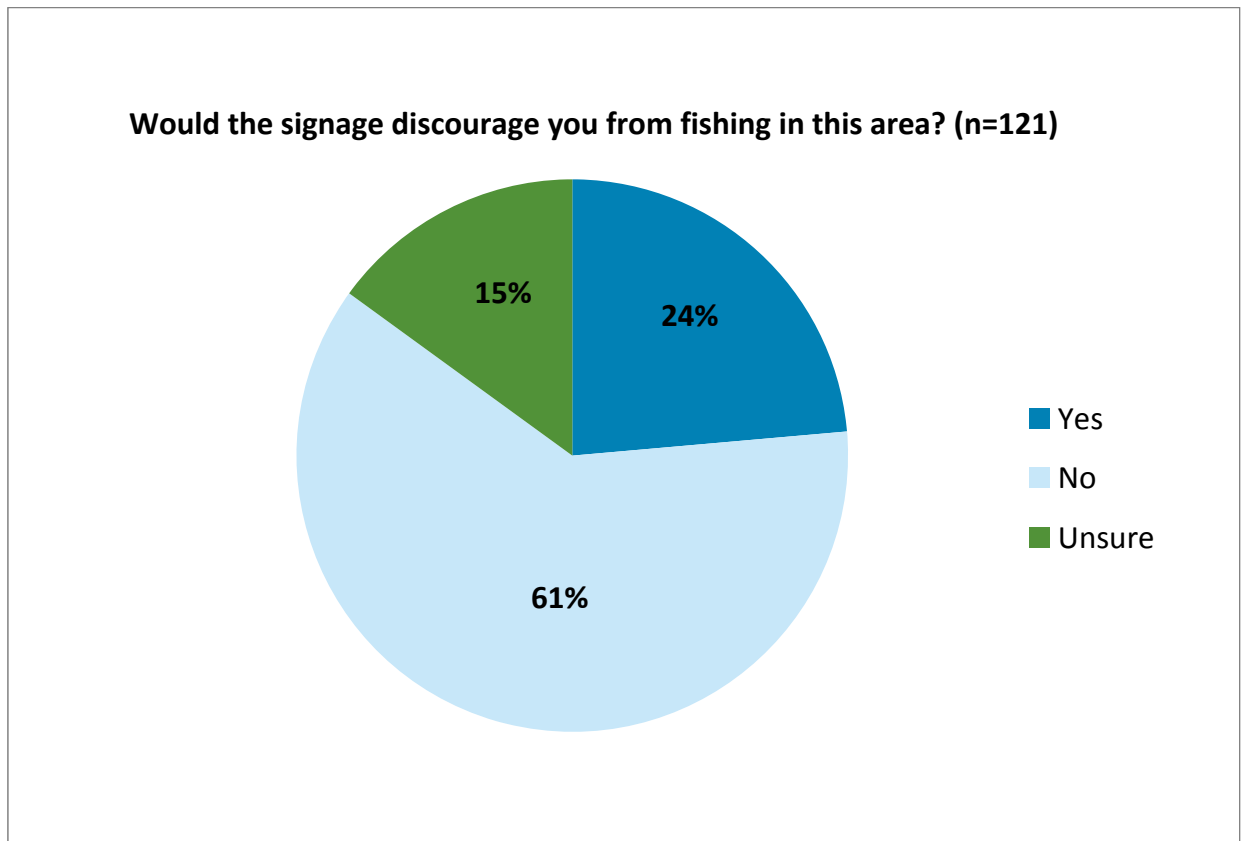


Interviewees were shown the photo at right as a possible warning sign. They responded positively, saying this sign was likely to influence their behaviour while rock fishing (70%) and to reduce the rate of accidents in the area (75%).

As one interviewee said, “People can be stupid and you can't eliminate that,” but this type of sign is easy to understand and makes its point.



Figure 11 Whether signage would discourage them from fishing in this area



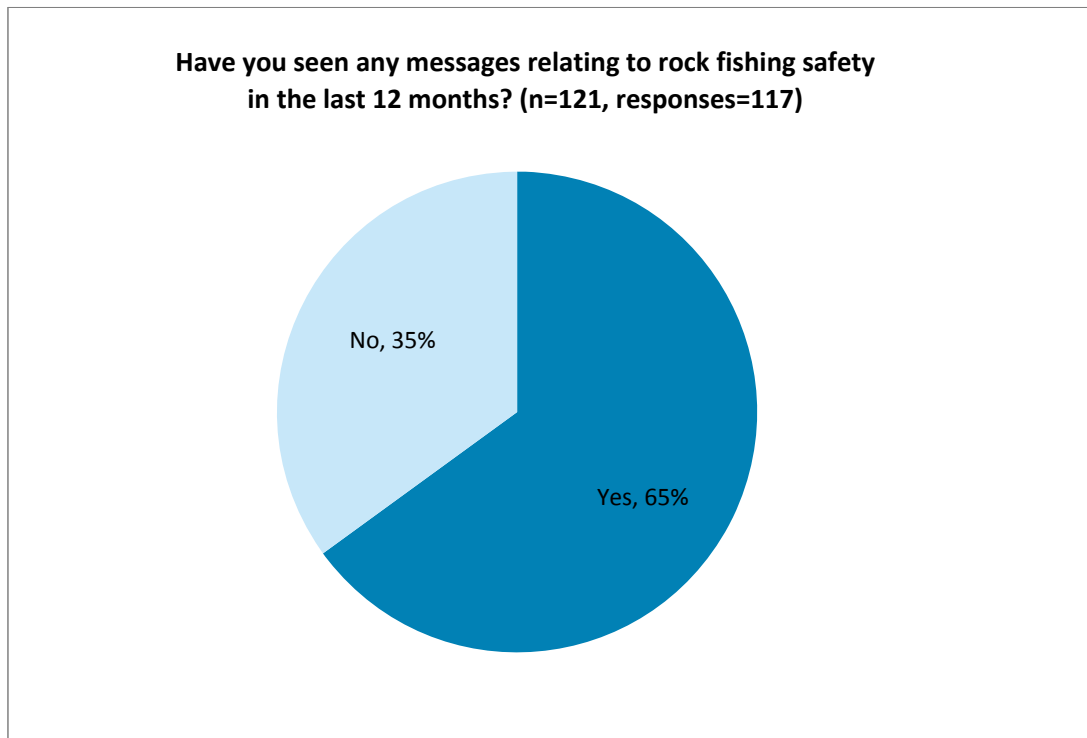
b) Would the signage discourage you from fishing in this area?

A sign like this did not stop 61% of the survey's respondents from fishing in Randwick City Council.

Rock fishing safety messages

The following section analyses the interviewees' awareness of rock fishing safety messages in general. Independent to the Council, in the past twelve months RFA has advertised in September 2012, early February 2013, and end of March 2013. They used NSW newspapers and radio advertising.

Figure 12 Recollection of any rock fishing safety messages in past 12 months

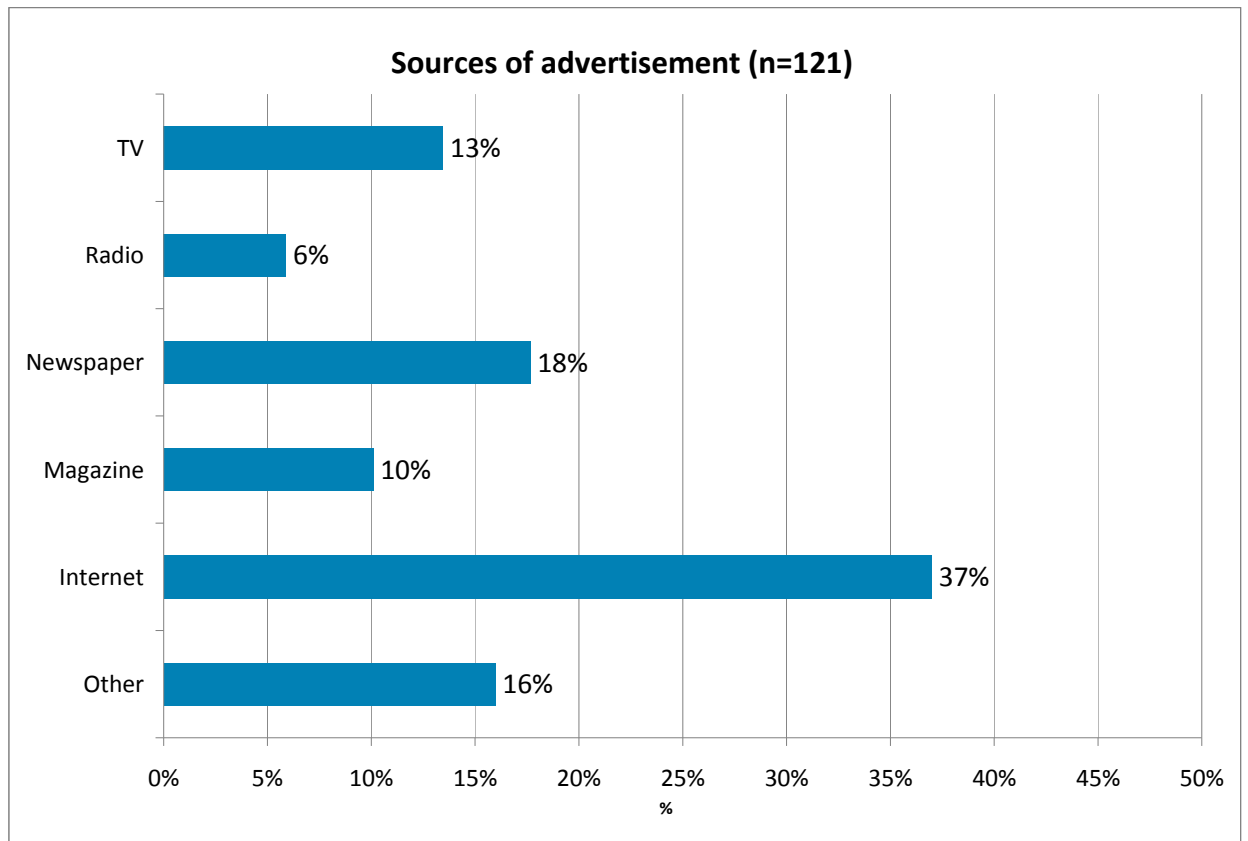


Recollection of *any* Rock Fishing Safety advertisements

- Two-thirds of the respondents could recall seeing safety messages. This is different from the 2010 national survey, in which two-thirds (67%) said they could *not* recall seeing any safety messages.
- This is a strong unprompted recall rate, and indicates that 2 in 3 rock fishers possess a degree of safety awareness as compared to industry average of recall rate of 22%.³

³ Levine, M., Morgan, G., Brooks, A., Tarrant, M. And Seccombe, H. (2005) "Advertising* Adverteasing* Advertising? What sort of ROI can you expect from Print Advertising—unless your ad performs?" 12th Worldwide Readership Research Symposium. Prague, October 23-26, 2005. Roy Morgan International, www.roymorgan.com. (Page 9).

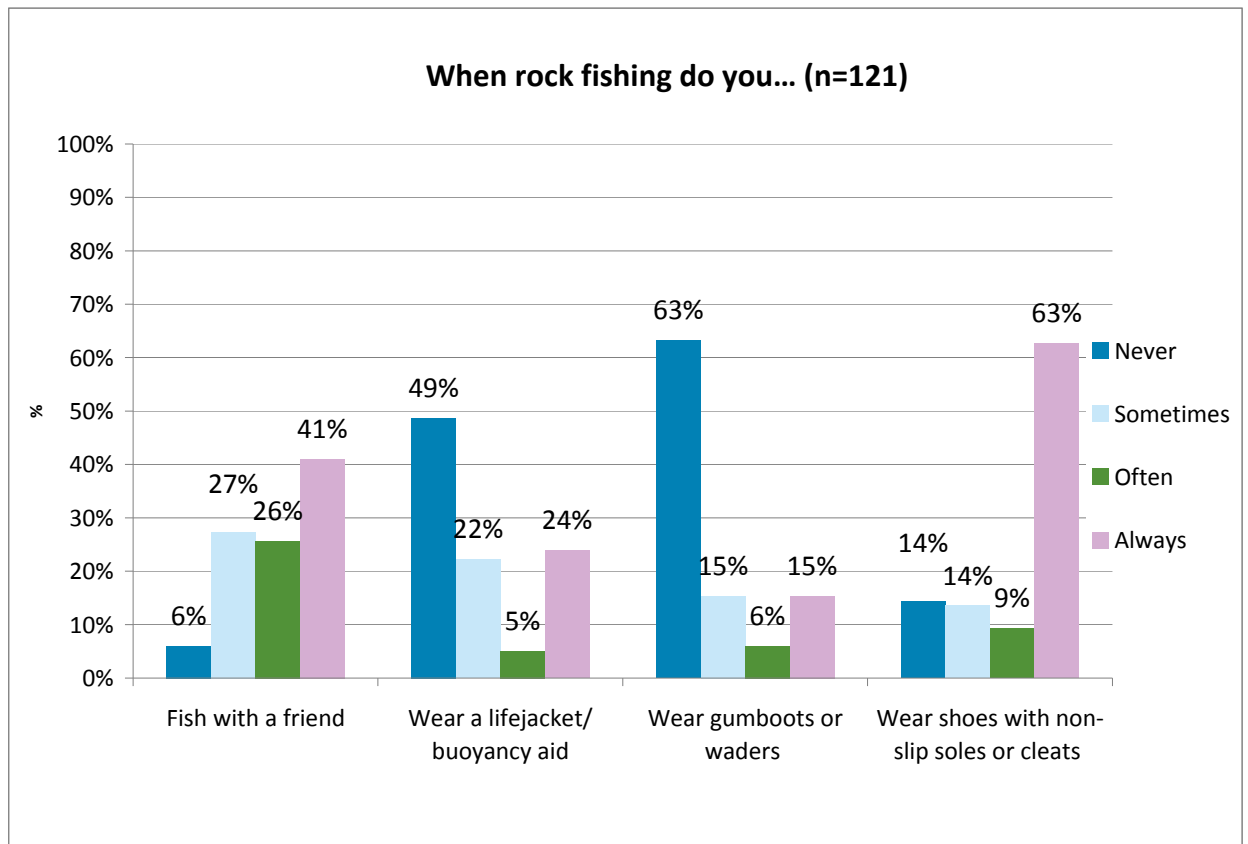
Figure 13 Sources of rock fishing safety advertisements



Sources of advertisement

The Internet continues to play a large role in safety awareness. This year, 37% of respondents said it was the source of safety messages, compared to 25.6% in the 2010 national survey.

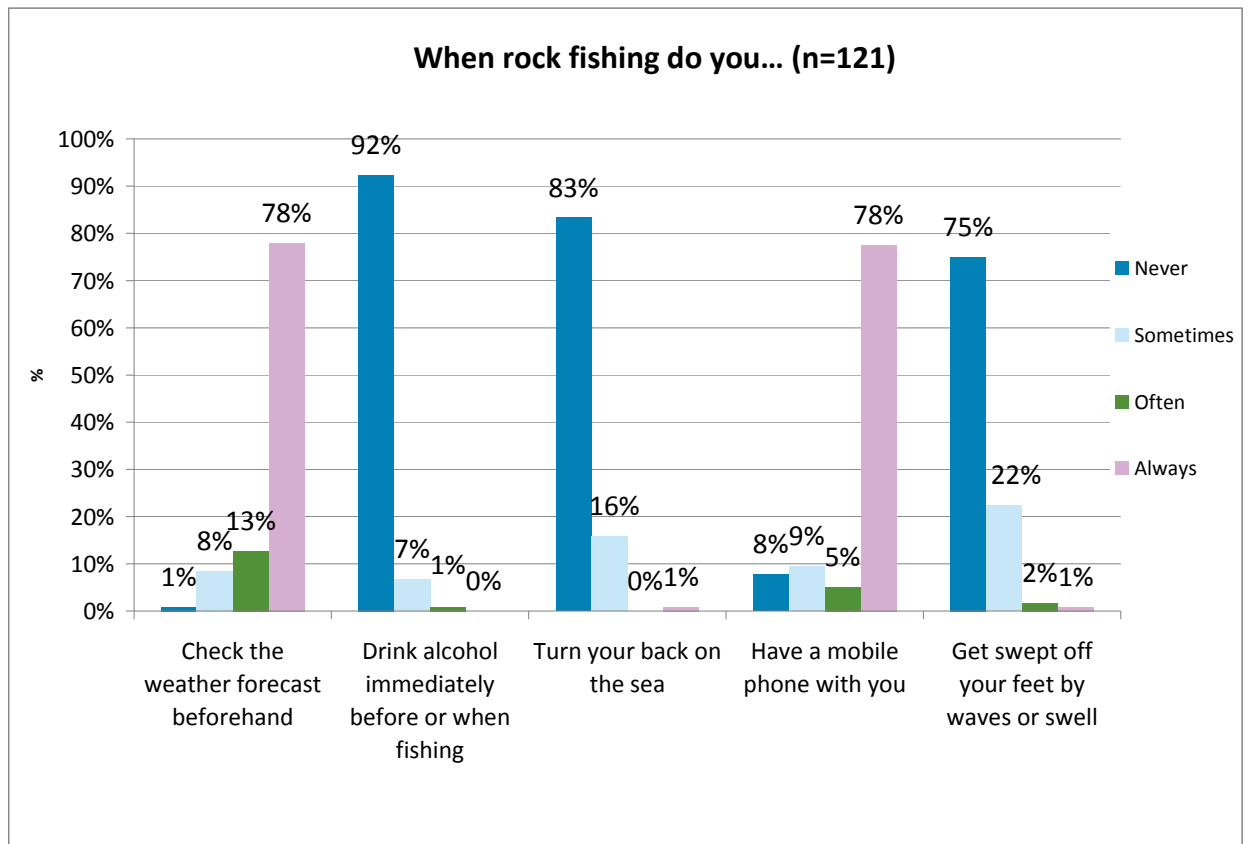
Figure 14 When rock fishing, do you: fish with a friend, wear a lifejacket, wear gumboots or waders, wear shoes with non-slip soles or cleats



Fishing tips recalled

- Almost half (41%) fish with a friend instead of alone.
- Half of interviewees (49%) never wear a lifejacket while one fourth (22%) wear it “sometimes” and one-fourth (24%) wear it “always.”
- Two-thirds (63%) always wear shoes with non-slip soles or cleats” (16.3%).

Figure 15 When rock fishing, do you: check weather beforehand, drink alcohol, turn your back on the sea, have a mobile phone, get swept off your feet by water

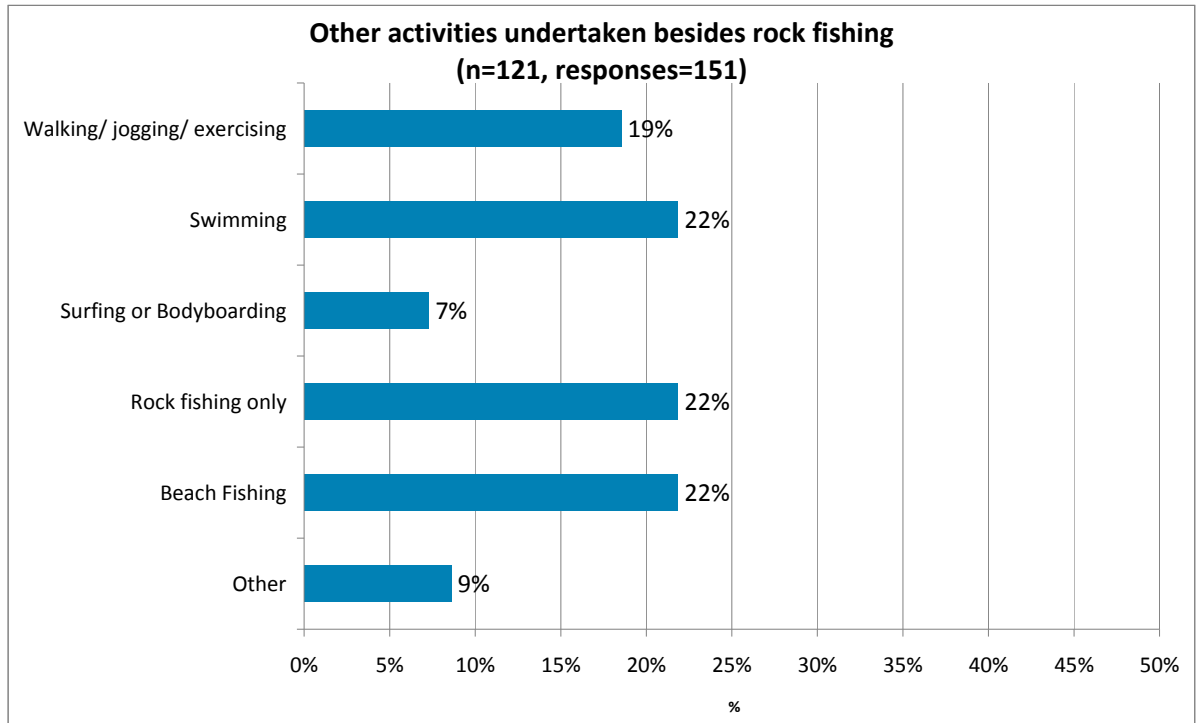


Fishing tips recalled

- Most rock fishermen (78%) always check the weather forecast beforehand.
- Most (92%) abstain from alcohol immediately before or when fishing.
- Most (83%) never turn their back on the sea.
- Most (78%) always carry a mobile phone while fishing.
- 22% report they sometimes get swept off their feet by wave or swell. This is high-risk behaviour.

Water activities behaviour

Figure 16 Other activities undertaken at rock fishing site besides rock fishing

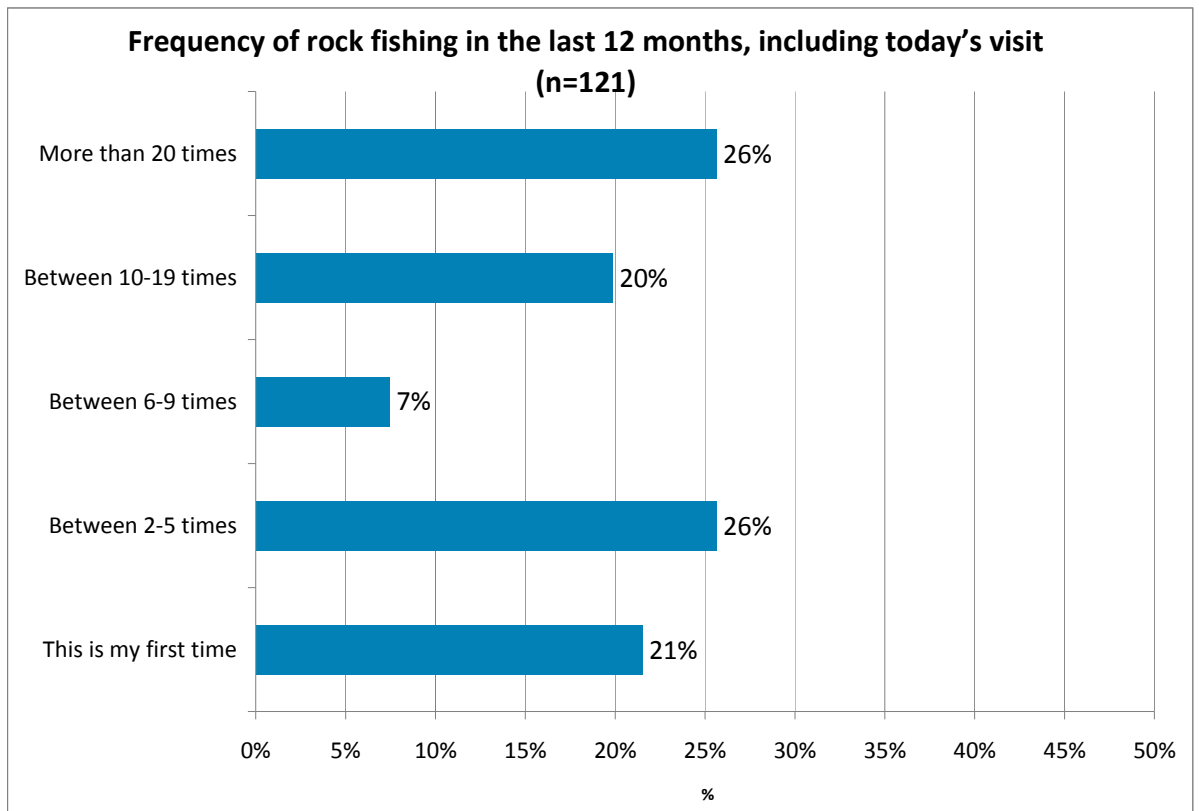


Activities undertaken at interview site

- Only 22% of the rock fishers surveyed go to the water solely for rock fishing. They also go beach fishing, swimming, walking or jogging or exercising, and surfing.

Rock fishing behaviour

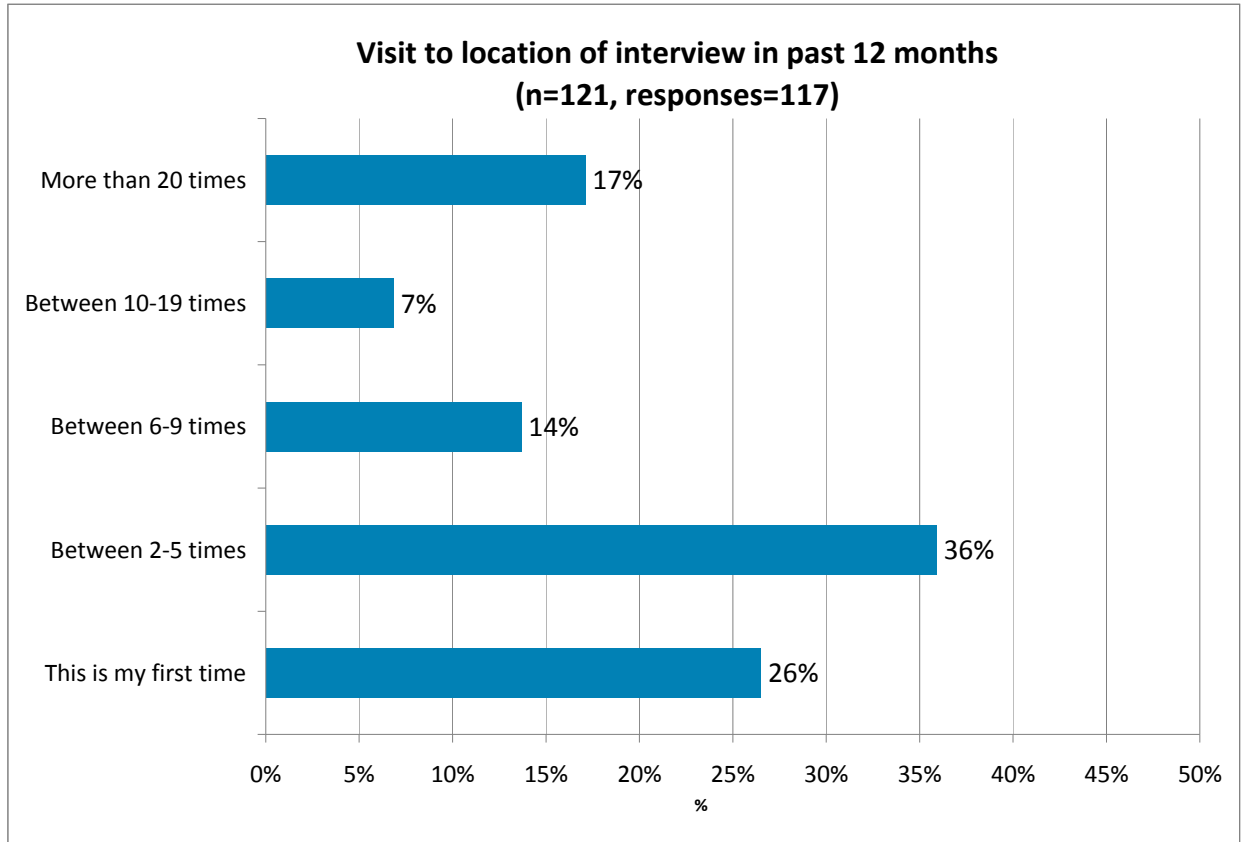
Figure 17 Number of rock fishing visits to any location in past 12 months



Number of rock fishing visits to any location in the past 12 months

- A significant number (26%) go rock fishing more than 20 times in one year, but the same percentage go rock fishing only 2 to 5 times a year, and many (20%) go 10 to 19 times a year. This is different from the 2010 national survey, in which 37% said they went rock fishing more than 20 times in one year.
- For newcomers, 21% of those surveyed were on their first rock fishing trip, higher as compared to the 2010 survey when 12% were on their first trip.

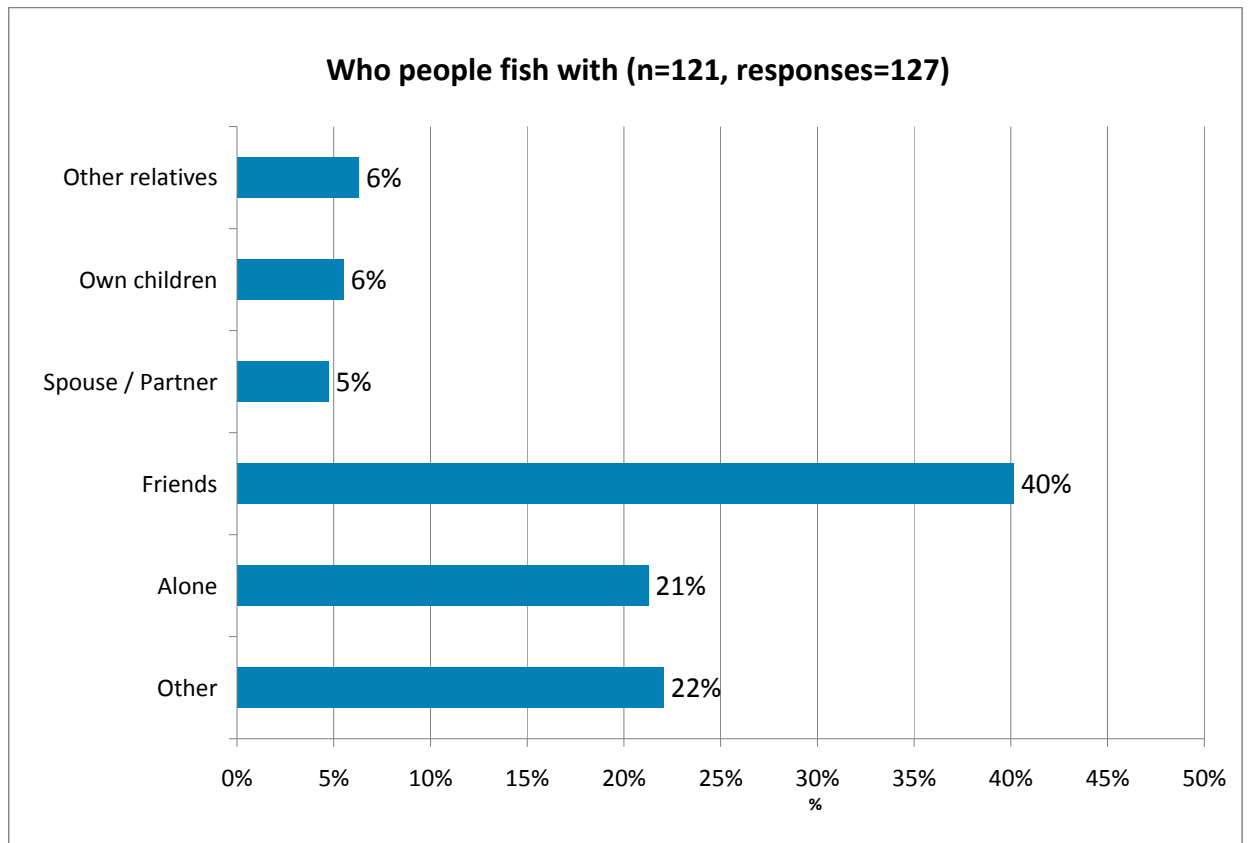
Figure 18 Number of rock fishing visits to this location in past 12 months



Number of visits to the interview location in the past 12 months

- While 53% of interviewees had gone rock fishing at least 6 times in the past 12 months, 36% of interviewees indicated that they had fished a maximum of 5 times at the location of the survey. This indicates that a significant portion of rock fishers visit more than one site to rock fish rather than sticking to only one spot, most probably to catch more or different fish.

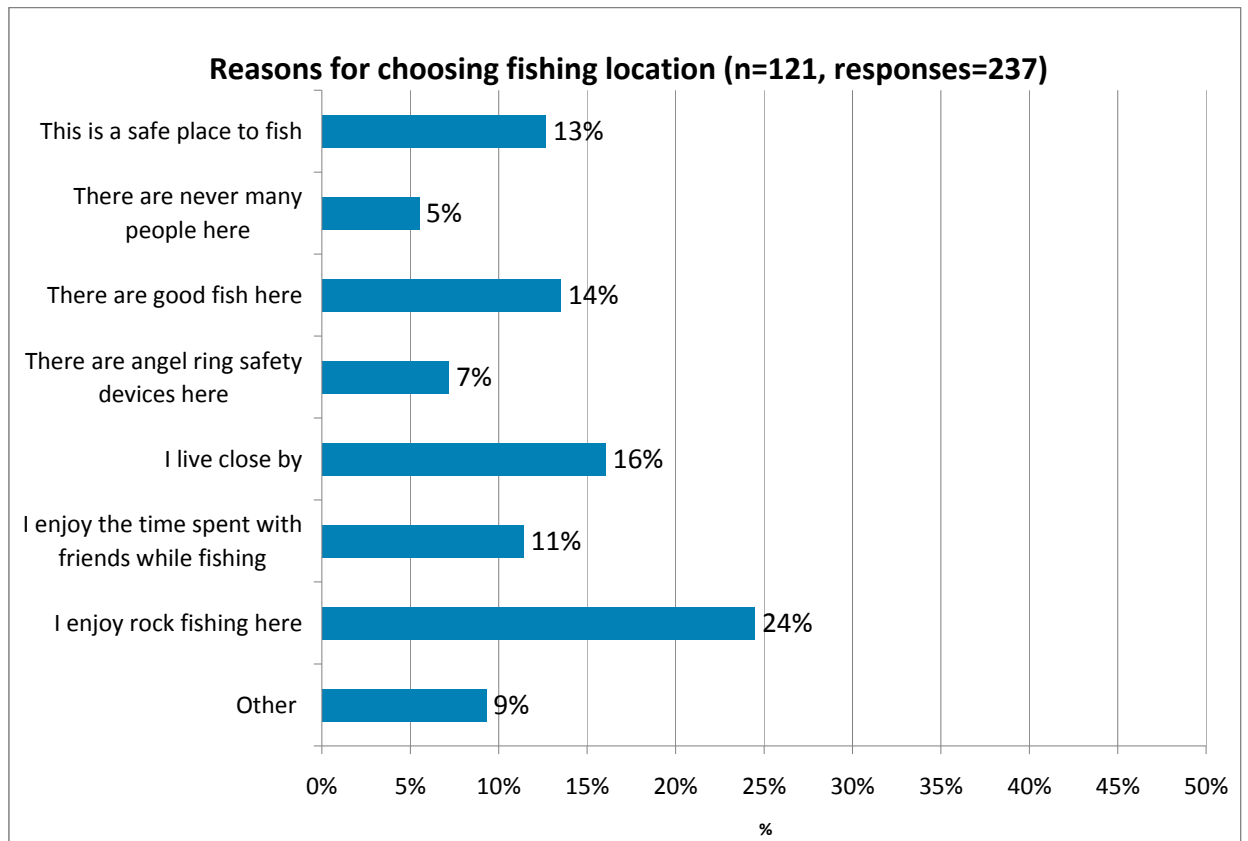
Figure 19 Who people fish with



Who people fish with

- There is a striking number of rock fishermen who go fishing alone – 21% in this year’s survey, compared to 14.5% in the 2010 national survey.
- There were 40% who were fishing with friends, a sharp difference from the 58.1% in the 2010 national survey.
- Another trend is that 5% were fishing with their spouse/partner, much lower from the 12.8% reported in the 2010 national survey.
- There were 6% who were fishing with their own children, but some of those children were as young as 11 to 14 years old.

Figure 20 Reasons for choosing to rock fish at this particular location



Reasons for choosing interview location

- Next to convenience and pleasure, the quantity of fish seems to be the primary consideration – 14% said there are good fish at the location, whereas just 9.2% said it was the fish in the 2010 national survey.
- Safety continues to be a vital consideration, with 13% saying the location was a safe place to fish, and 7% noting the presence of angel ring safety devices. In the 2010 national survey, 15.1% of respondents said it was a safe location and 8.9% noted the angel rings.
- Overcrowding does not appear to be a major concern – only 5% said there are never many people at the location.

While fishermen knew what they valued in a location, the Randwick City Council has never advertised its coastline for rock fishing, which raises the question:

How do people find rock fishing locations?

Figure 21 How do people find rock fishing locations?

Source	Frequency	Percent
Friend or relative	14	54
Grew up or live in the area	8	31
Fishing club	2	7
Google map	1	4
Just exploring	1	4

Half of the fishermen surveyed were told about Randwick's rock fishing sites by friends or relatives. Since it is safer for people to go fishing with someone rather than alone, this method of publicity also provides a potential fishing buddy.

A third of the fishermen are familiar with Randwick City Council because they live or grew up in the area, or are in a fishing club, again providing a source of potential fishing buddies.

Other places for rock fishing

The rock fisherman surveyed preferred New South Wales locations, with only one respondent going outside NSW to Wollongong and Northern Territory.

While many (29 respondents) preferred to fish at only the same location in Randwick City Council, those who ventured elsewhere went to these spots:

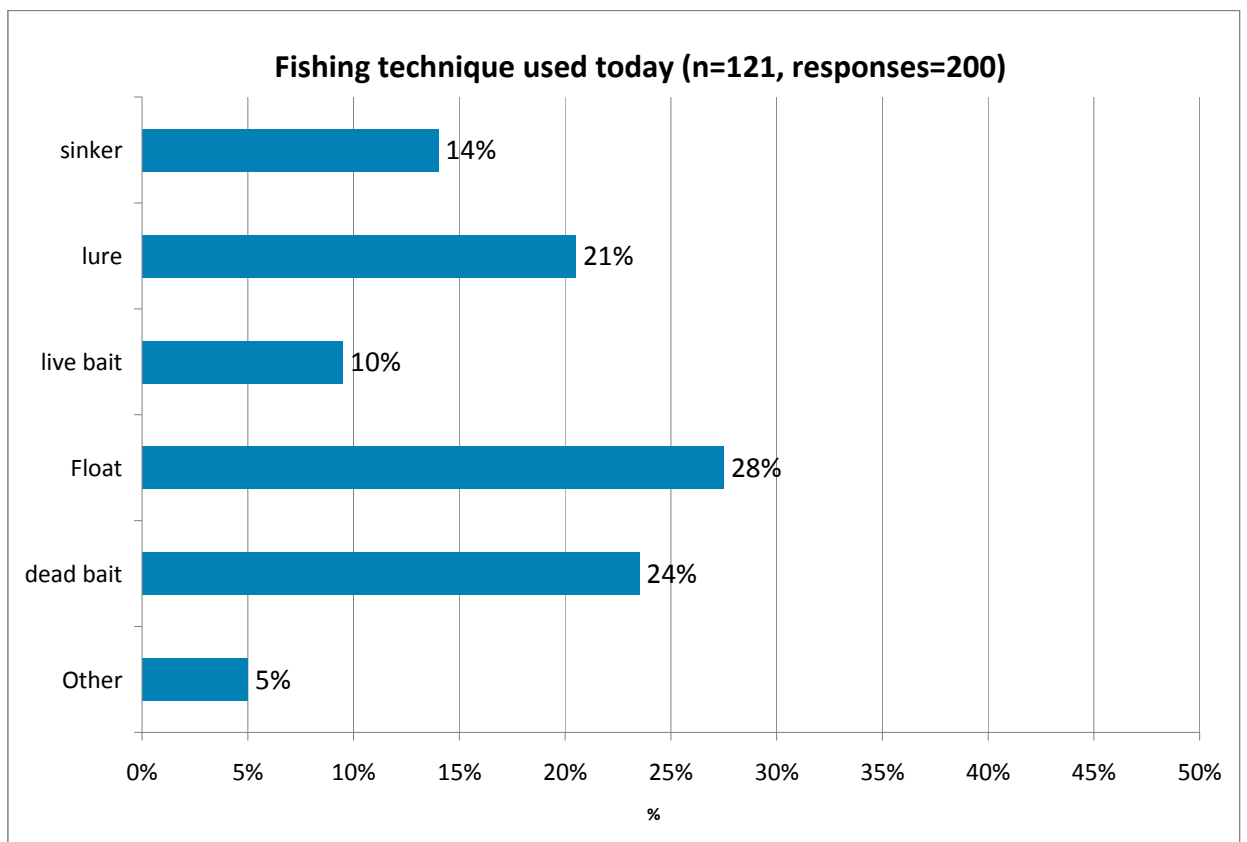
Figure 22 Other rock fishing sites

Location	Frequency
Avoca Beach	8
Royal National Park	8
Little Bay	7
Clovelly Beach and Shark Point	6
Coogee Beach	6
Kiama Beach	6
La Perouse	5
Maroubra	4
Sydney Area	4
Bondi Beach	3
Cape Banks	3
Eastern Suburbs Coastline	3
Foster / Port Macquarie Region	3
Manly Beach	3
Palm Beach	3
Kurnell	2
Lurline Bay	2
Malabar	2
Mosman	2
Randwick - another beach in area	3
Ulladulla	2
Browns Rock, La Perouse	2
Jervis Bay	2

These locations were each mentioned once:

Avalon	Botany Bay	Bronte Beach
Bundeena	Charlotte Head	Hat Head
Little Bay	Long Bay	Nelson Bay
North Curl Curl	Port Stephens	The Tubes, NSW South Coast
The Mattens at Dover Heights	The Ovens on S. Whale Beach	The Stake, North Maroubra
The Trap	Tweed Heads	Whale Beach
Wollongong	Wollstonecraft	Woy Woy Beach
Yellow Rock		

Figure 23 Fishing technique used today



Fishing technique used today

- The most favoured fishing techniques in the Randwick local government areas was the use of a float (28%). It indicated that anglers are either targeting fish higher up in the water column like luderick or the seasonal pelagic fish like bonito, kingfish and salmon which are all commonly targeted by anglers using floats/lure combinations.
- Pelagic fish will also be targeted by lure fishing (21%). However, the expectation was that this result would be higher. Seasonal factors have seen a marked decrease in migratory pelagic fish along the rocks in the Randwick local government areas, according to Stan Konstantaras from RFA.

- The use of dead baits like pilchards, prawns and crabs was limited to 24% of those surveyed, indicating that 76% of anglers are not using baits; this will hopefully limit anglers bringing in bait bags and leaving rubbish on the rocks. It also indicates a possible awareness surrounding the Magic Point Grey Nurse Shark habitat at South Maroubra, and that anglers have modified their fishing techniques to account for further reduction in accidental hooking by fishing dead baits on the ocean bottom.

In general, the anglers are targeting fish such as blackfish (luderick), kingfish, bonito, salmon, and pelagic species. The preference of each species is listed below.

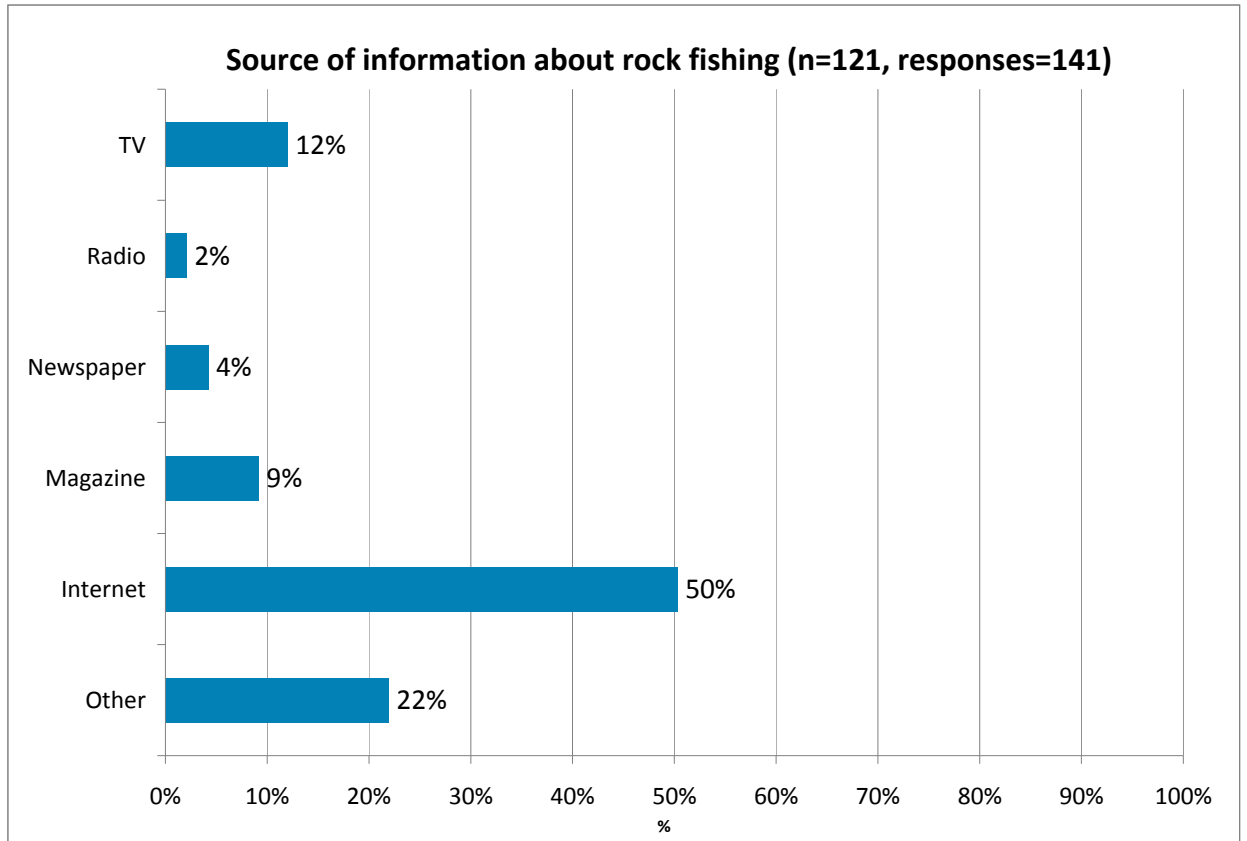
Which fish do fishermen want?

Figure 24 Type of fish desired

Type of fish	Frequency	Percent
Any fish, no particular fish	27	18
Blackfish (luderick)	23	15
Kingfish and yellowtail kingfish	21	14
Drummer	16	11
Bonito	15	9
Bream	13	9
Grouper	12	8
Salmon	12	8
Mackerel tuna, tuna	4	3
Black drummer	1	1
Black rock fish	1	1
Cod	1	1
Seasonal pelagic species	1	1
Squid	1	1
Surface	1	1
Sweep	1	1

Since only 7% of the survey respondents found these fishing locations through a fishing club, it raises the question of where they get their information about rock fishing.

Figure 25 Source of information about rock fishing



Source of information about rock fishing

The Internet provides information for half of the respondents. The most popular URL for rock fishermen is the National Weather Services' Bureau of Meteorology (BoM) website. Other sources are listed in the next table, including TV, newspaper, radio and phone apps.

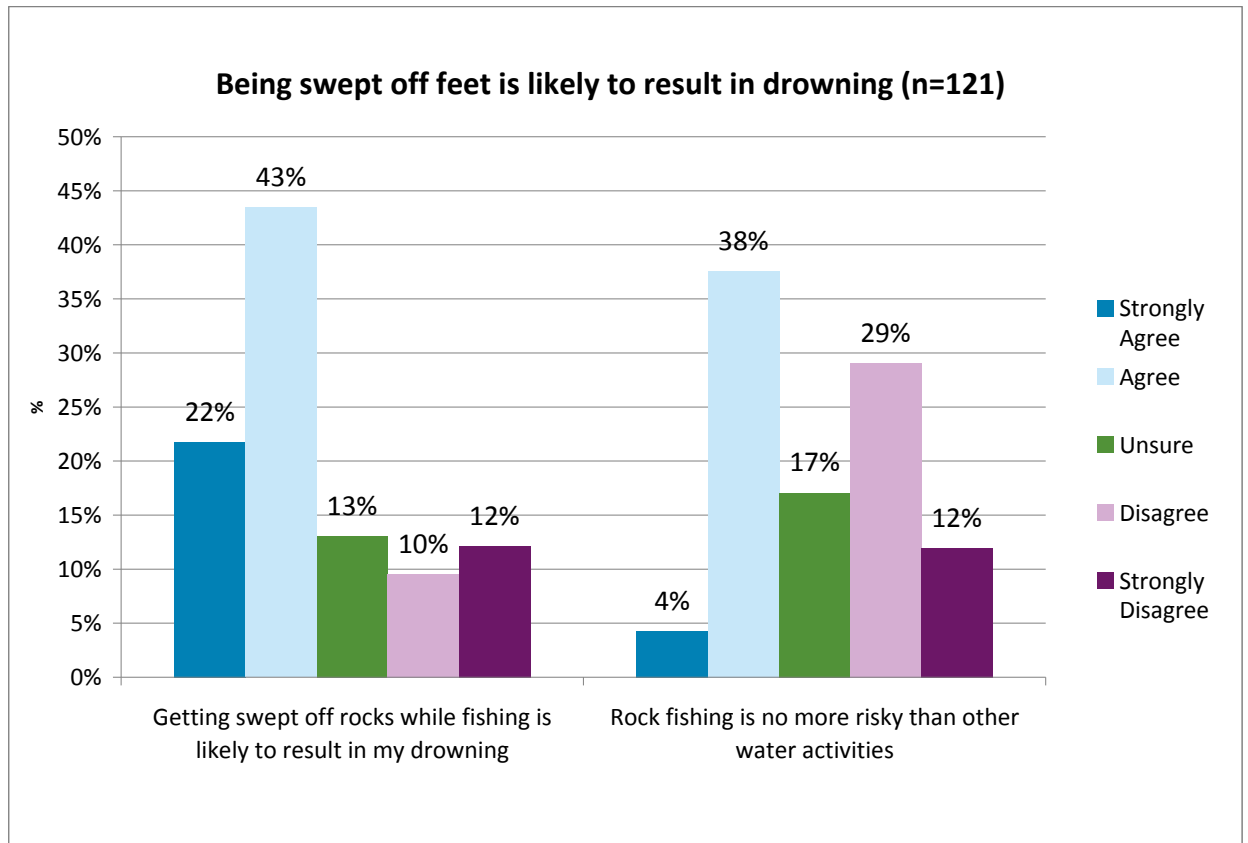
How people check conditions before they go rock fishing

Figure 26 How people check conditions before they go rock fishing?

Source	Frequency	Percent
Internet - National Weather Services' Bureau of Meteorology (BoM) website	20	57
Looked at weather conditions and water (source not specified)	6	17
TV - news, Weather Channel	4	11
Newspaper	2	6
iPhone app	1	3
Radio	1	3
Tides	1	3

Attitude toward rock fishing

Figure 27 Agreement with statements: getting swept off rocks is likely to result in drowning; rock fishing is no more risky than other water activities



Level of agreement that being swept off feet will result in drowning

- The most common response to the question, 'Getting swept off rocks while fishing is likely to result in my drowning' was 'Agree' (43%), followed by 'Strongly agree' (22%); this is different from the 2010 national survey, in which 37% agreed and 15% strongly agreed
- There were 12% who strongly disagreed and 10% who disagreed, although this is better than the 2010 national survey, in which 23% disagreed, and an additional 9% strongly disagreed.

It *seems* obvious that you are likely to drown if you are swept off the rocks, but one-fourth of the respondents (22%) disagreed. The next question is **why** these fishermen are confident they will survive being swept into the ocean.

Reasons for fishermen's confidence in not getting swept off rocks and drowning

The survey statement was: "Getting swept off rocks while fishing is likely to result in my drowning." Fishermen were given the choice of agreeing, disagreeing, or being unsure of the statement. Most agreed or strongly agreed.

Those who disagreed (22%) were confident in their swimming abilities and said they were careful to check tides and weather.

- *"I am a capable swimmer, I always pay attention to changing weather conditions and wouldn't put myself in a position to be swept off any rocks in the first place."*
- *"I pick a safe fishing location."*
- *"I wear the right gear."*
- *"I am well aware of safety."*

Those who were unsure (13%) gave themselves mixed odds of survival.

- *"There is always a chance. Any swimmer can drown."*
- *"It depends on which part of your body hits the rocks."*
- *"It depends on conditions – the swell, your reflexes, whether you are knocked out. If you are not knocked out, you can swim."*
- *"Who knows what will happen once I end up off my feet."*
- *"if you don't focus on being safe, you could fall in and drown."*

Those who agreed (65%) were more wary of the dangers, especially of hitting their head on the rocks and losing consciousness. They were well aware of strong waves and swells, and the rocks being slippery and having sharp edges.

- *"If you hit your head on the rocks you can get a concussion and drown."*
- *"The rocks are dangerous, slippery. You could be trapped under rock ledges."*
- *"Rock fishing is dangerous especially without a lifejacket."*
- *"Could be dragged into the sea by a strong wave."*
- *"I can't swim."*
- *"I was surprised at how tough it was to get out of the water."*

Is rock fishing unusually dangerous

The survey statement was: "Rock fishing is no more risky than other water activities." Fishermen were given the choice of agreeing, disagreeing, or being unsure of the statement.

Those who agreed (42%) believed that all activities have risk, and that the risks can be mitigated by taking safety precautions.

- *“There are more drownings on beaches and boats.”*
- *“Other sports have risks and are dangerous.”*
- *“Rock fishing is as risky as you make it.”*
- *“It's not dangerous if you use common sense, take safety precautions, plan properly to reduce risks.”*
- *“Rock fishing in the right location for current conditions is no more risky than any other outdoor activity.”*
- *“Accidents can happen anywhere.”*
- *“The dangers are an exaggeration.”*
- *“I have 45 years experience.”*

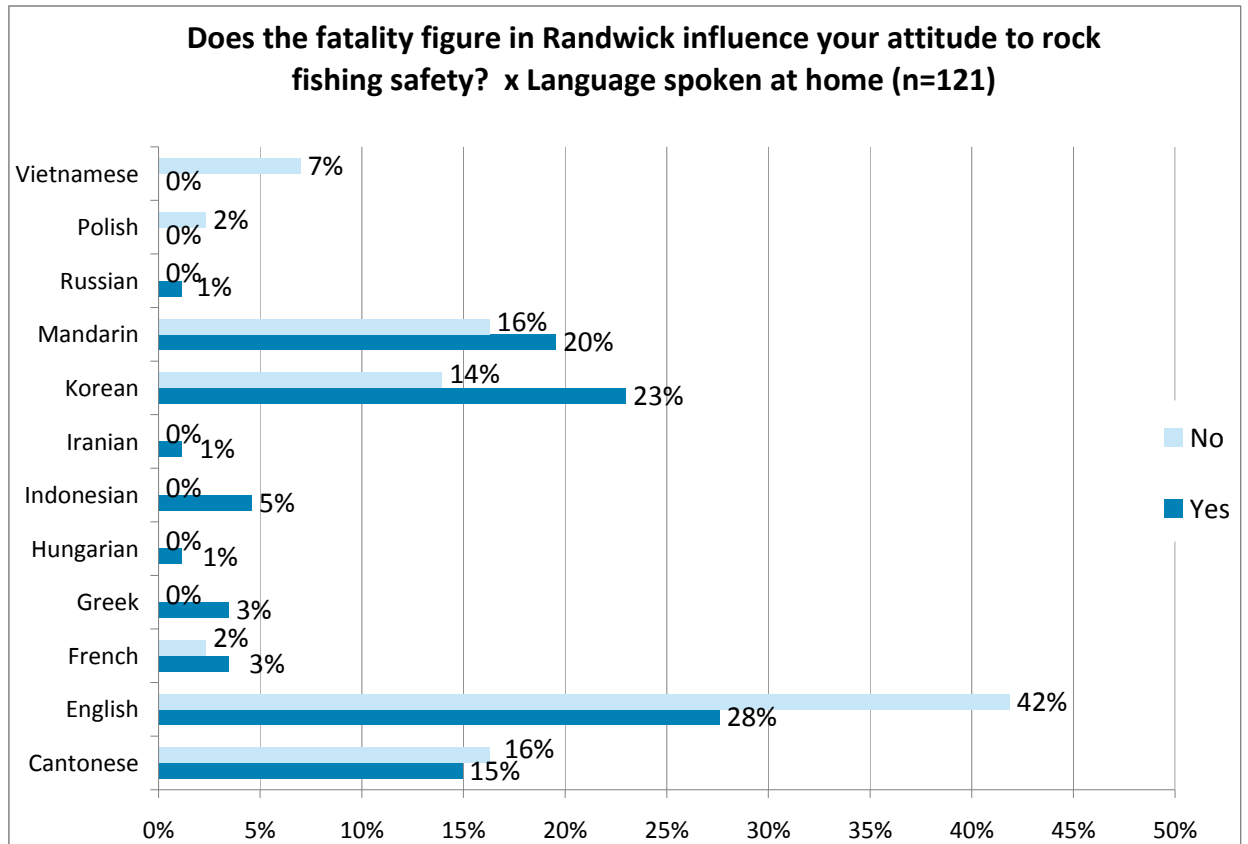
Those who were unsure (17%) thought that safety depended on several factors.

- *“It depend on the person's behaviour.”*
- *“It depends on the waves, wind, other situations.”*
- *“It depends where you are.”*

Those who disagreed (41%) were wary of the dangers.

- *“Rock fishing is the highest risk sport.”*
- *“It is always dangerous around the rocks.”*
- *“The sea is unpredictable. Water is dangerous.”*
- *“Strong swells, too much to look at at one time.”*
- *“It is hard to predict the neat great wave.”*

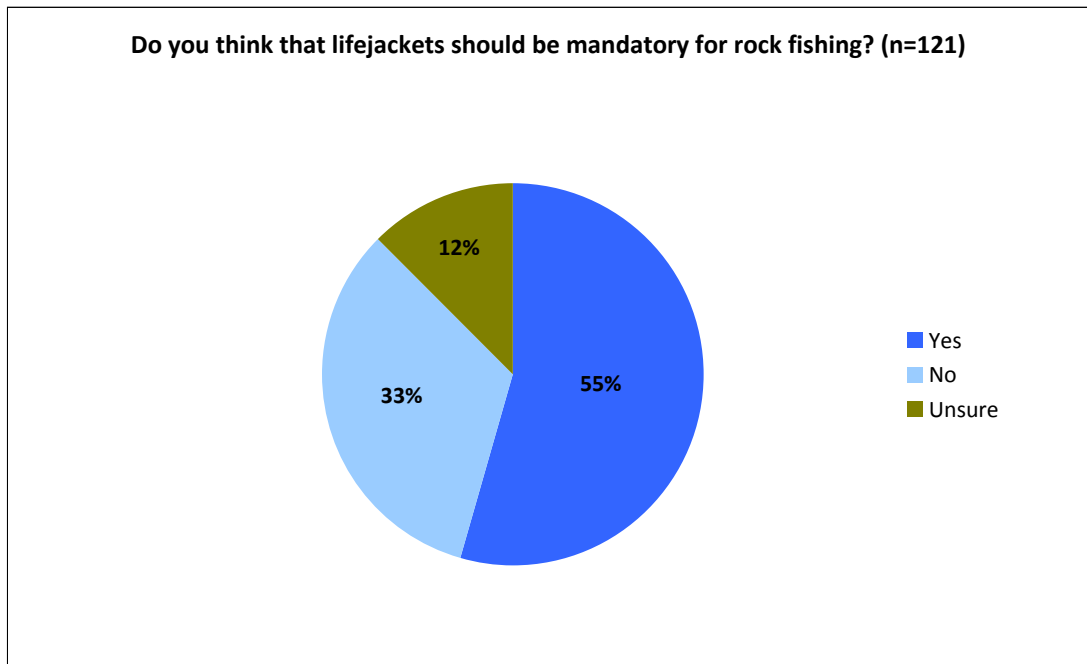
Figure 28 Influence of high fatality figure on attitude to rock fishing safety, cross-tabulated with language spoken at home



Influence of high fatality figure on attitude to rock fishing safety, crossed with language spoken at home

- The English-speakers were not as likely (42%) to have their attitude on rock fishing safety influenced by the high fatality figure in Randwick local government areas as the Mandarin and Korean speakers..

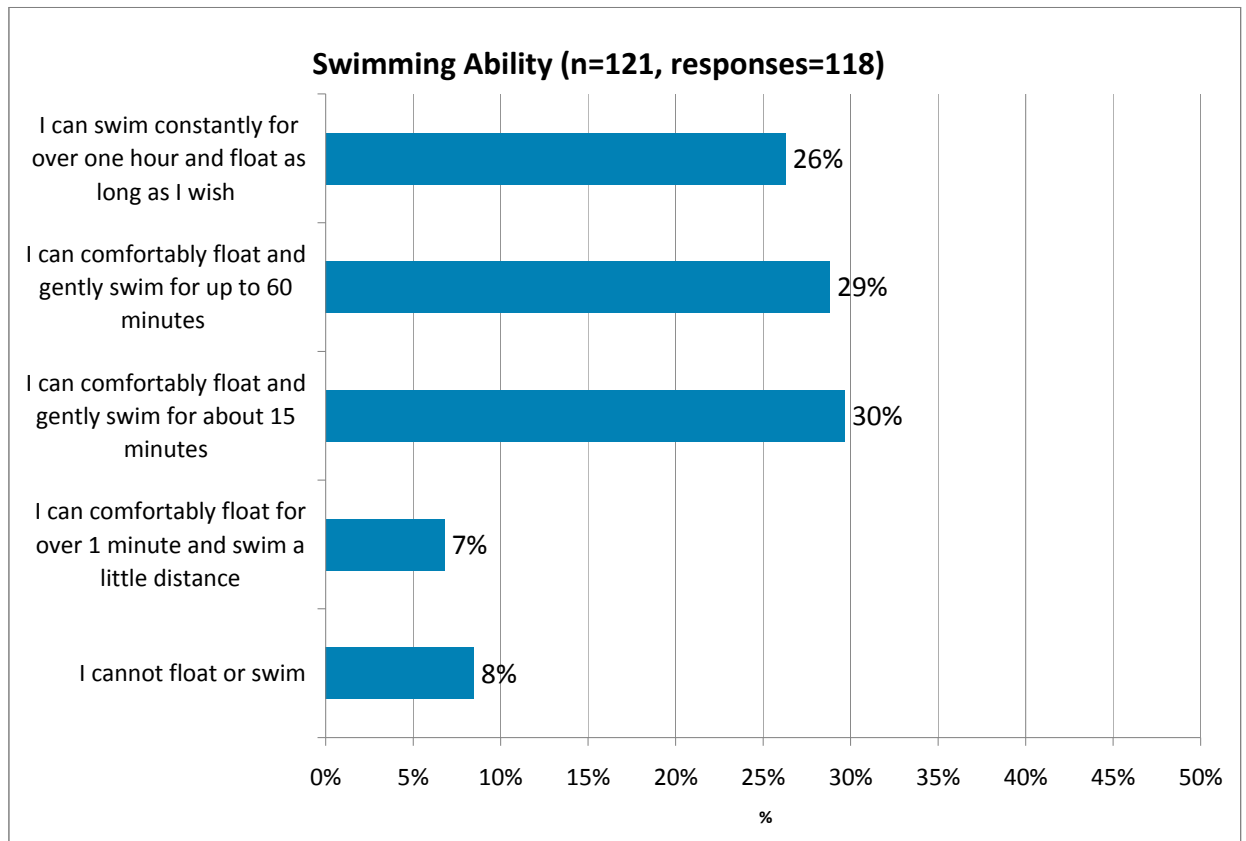
Figure 29 Mandatory lifejackets



- Slightly over half of the interviewees surveyed (55%) believed that lifejackets should be mandatory for rock fishermen while 12% were unsure

Emergency readiness

Figure 30 Swimming ability of rock fishing survey participants



Swimming ability

- Nearly one-third of interviewees (30%) reported that they can float and swim for about 15 minutes, with almost the same number (29%) saying they can swim for up to 60 minutes. Another 26% are confident they can swim and float as long as they wish in a swimming pool. It would be important to see if their skills were tested or observed in an ocean setting as well.
- It is noteworthy that 7% can only swim and float for over one minute in a swimming pool, and 8% cannot swim or float at all – yet they stand on rocks to fish with ocean waves constantly rising up. This means that a combined 15% of interviewees are at serious risk of drowning.

First aid and resuscitation skills.

- An overwhelming majority (91%) of interviewees do not know first aid.
- Almost half (42%) say they can perform CPR resuscitation, although the interviewers did not test their ability.

Non-Fatal Drowning Incidents and Near Misses

A third of the survey respondents (31%) said they had either been swept off the rocks or got into difficulty in the water while rock fishing, or they knew someone personally who had been swept off the rocks. Only one victim drowned; all the others survived.

Half the incidents occurred to the fisherman himself (8%), his friend (33%), or a family member (8%). The other half involved strangers (50%) but the fishermen became involved, sometimes helping to save the person.

Half the incidents (53%) involved someone who was an infrequent visitor to the area. One-fourth (29%) involved a regular visitor to the area, and the rest (18%) involved someone local to the area.

Age Group	Frequency	Percentage
0 to 14	0	0%
15 to 19	2	5%
2 to 29	2	5%
30 to 39	4	11%
40 to 49	14	37%
50 to 59	13	34%
60 plus	2	5%
Unsure	1	3%
	38	100%

All the fishermen who were swept off the rocks were male. Two-thirds of the men were between age 40 to 59. One man was from South Africa; the others were Australian.

Half of the incidents (47%) occurred in the last five years, since 2008. One-fourth (27%) occurred at Maroubra; 12% at Coogee, another 12% at Clovelly Shark Point, and 8% at Mollymook. The remainder were at other NSW locations.

Three-fourths of the men had definitely not been drinking beforehand; it is uncertain if the other men had been drinking.

Most of the incidents were caused by wave action – a large or freak wave that swept the fisherman or caused him to slip, In four cases, the men weren't watching or did not see the wave. In two incidents, the men were not wearing appropriate footgear and were standing too close to the water..

The one man who drowned hit his head and lost consciousness; his body was found a week later. The men who survived did not have head injuries and did not lose consciousness.

Most of the incidents (73%) lasted for less than five minutes – six of them for less than one minute; 15% were ten minutes in length. The others were between 15 to 30 minutes.

Two of the men got themselves out of the water. Six swam to safety, two got themselves out, and three men were carried in by a wave. The remaining men were helped by friends and bystanders who threw ropes, buckets, and lifejackets; one man was helped by a passing fisherman in a boat.

The men who survived mostly came away with scratches and bruises; the worst known injury was one man had a broken ankle. It is unknown what happened to one man who was airlifted in a helicopter.

In summary: The fishermen in our survey did not seem to be affected by being swept off the rocks or watching others be swept away, probably because most of the incidents were brief – less than five minutes, and most of the survivors had only scratches and bruises. The attitude was: "No problem at all." The men continue to engage in rock fishing.

Suggestions from interviewees

In the research, survey participants were asked for ideas on how to increase safety for rock fishermen. The survey participants' most frequent suggestions were (listed in rank):

- **More angel rings** and other safety equipment near fishing spots, including rope, ladders
- More safety reminder **signs** including in other languages, posted near fishing spots and at tackle shop
- **Education** – safety awareness, rock fishing school for novices, classes for ethnic groups in their own language, booklets
- More steel stakes/poles on rocks and platforms to hold onto, tie emergency rope to
- Make safety equipment mandatory – cleats, rock boots, lifejackets, wet suit
- Improve safe access to rock fishing spots – safe paths to rocks, as current stairs are dangerous
- More helicopter patrols, lifeguards, and visits
- Require fishermen to show swimming ability certificates and get a rock fishing license after passing a class
- More safety ads on the media
- Improve phone reception, life safety equipment such as lifesaving boat
- Make certain dangerous areas restricted.

In addition to the above, based on the findings, MMM recommends the following for consideration by the relevant authorities, community groups and wider fishing community:

Lifejackets - Slightly over half of the rock fishermen (55%) interviewed believed that lifejackets should be mandatory. However, there are veteran rock fishermen who do not wear a lifejacket. Half of interviewees (49%) never wear a lifejacket while one-fourth (22%) wear it “sometimes” despite the fact that 25% report they sometimes, often, or “always” get swept off their feet by wave or swell. We recommend more information and advertising about the benefit of wearing lifejackets, especially online.

Newcomer and novice communication - There are always newcomers to the rock fishing locations who know little about rock fishing and probably nothing about the location's riptides or undertows. They need immediate on-site education, possibly through signs and film kiosks, and visiting lifeguards.

- There were tourists (3%) who were rock fishing, with no familiarity of Australia's coastline or water conditions.
- One-fifth (21%) of those surveyed were on their first rock fishing trip.
- There were as many children (3%) from ages 11 to 14 as there were children from ages 15 to 19. These youngest rock fishers are particularly vulnerable due to their

size and inexperience. If there was an information campaign aimed at children, they might be able to persuade their parents to wear a lifejacket and take first aid classes with them.

Education

- **Swim classes** are necessary. Many of the interviewees (15%) are at serious risk of drowning – they either cannot swim (8%) or can only swim for one minute (7%) in swimming-pool conditions. Students should be tested in the ocean, not only in a swimming pool.
- **Swimming publicity campaigns** could increase interest in the swim classes. Contests with prizes would be a fun way to bring publicity and make a point. Have swimmers enter the ocean with and without a lifejacket to see how long it takes them to swim to shore. Half of the rock fisherman surveyed (49%) never wear a lifejacket, and so far there is no law requiring it
- **First aid and CPR resuscitation classes** - An overwhelming majority (91%) of interviewees do not know first aid.

Emphasise importance of families - Some rock fishermen say they fish to feed their families; this could be used in publicity. A safety campaign might focus on testimonies from families – feature widows and orphans telling of the day their husband or father drowned while fishing for dinner. Hearing fishermen’s family members speak might influence rock fishermen who do not wear lifejackets or who fish alone.

Weather flags or signs. Because 22% of those surveyed do not always check the weather forecast beforehand, it might be helpful to post flags or warning signs that are specific to rock fishermen, who stand for hours where most people wouldn’t dare to stand.

On-site warning signs.

- Scuba divers have a famous buddy system – they never dive alone – but one-fifth (21%) of all rock fishermen in Randwick will go fishing alone. If something happens to them, they have nobody nearby who even knows their name. By having a posted sign that encourages fishermen to make a friend for the day, they can improve their chances of survival, and have someone to help remind them of safety precautions.
- It would be useful to have a sign posted that tells anglers how far away they are from help. In some areas, cell phone coverage is spotty, there might be no lifeguard, and the nearest emergency telephone could be twenty minutes away from the fishing location.
- Since (91%) of interviewees do not know first aid, it would help to have a poster at popular rock fishing locations with diagrams on how to perform CPR and what to do if someone has drowned and lost consciousness.
- Weather guidelines should be posted. Because so many anglers get their weather information from websites, TV, and radio, they may not know how to identify weather conditions for themselves, and they don’t know when to leave when the waves get bad enough.
- Diagrams of the fishing location’s riptides or undertows, and what to do if you are caught in one. Each location is unique, and sometimes there are no locals around to tell visitors about the water conditions.

Conclusions

In 2011-12, Randwick City Council accounted for 27% of the rock fishing deaths in Australia. Statistically, a person is more likely to die rock fishing in Randwick City than anywhere else in Australia. Randwick holds the unofficial title of the most deadly rock fishing area in Australia

For these reasons, the Randwick City Council commissioned this on-the-ground survey of rock fishing in Randwick local government areas to help them develop a rock fishing safety strategy. Multicultural Marketing and Management interviewed rock fisherman who spoke English, Mandarin, Cantonese, Vietnamese, and also Korean.

There is a lot of work ahead to make Randwick's coastline and rocks safer.

- Slightly over half of the rock fishermen (55%) believed that lifejackets should be mandatory. However, half of all rock fishermen in Randwick never wear a lifejacket. They think they can swim well enough without one, yet many (15%) are at serious risk of drowning – they either cannot swim (8%) or can only swim for one minute (7%) in swimming-pool conditions.
- One-fifth of your rock fishermen will fish alone – no friend or family member to know or help if they are swept away.
- The typical rock fisherman in Randwick City Council is an adult male in his 30's or 40's. Some are not fishing for pleasure; they are determined to catch fish to feed their families, regardless of the risks.
- One-fifth of those surveyed were on their first rock fishing trip. They likely have little idea what to do, what the area's riptides and undertows are like, or when the water conditions make it wise to leave.
- There were 6% who were fishing with their own children, but some of those children were as young as 11 to 14 years old – much too young to be able to help their parents if they are swept away by water
- Nine out of ten rock fishermen know nothing about first aid.

These are all enormous challenges, but none are formidable or impossible. Solutions are feasible and can be reasonably affordable.

- Education – safety, swimming, first aid, and CPR classes, especially aimed at non-English speaking persons. If you teach the children about safety, they might influence their parents.
- Information – media campaigns and advertising, especially on the popular Bureau of Meteorology (BoM) weather website. Signs posted at rock fishing sites.
- Physical improvements to rock fishing areas – safer access to the rocks, better phone reception, angel rings, ropes, ladders, and steel poles drilled into the rocks.

The good news for Randwick City Council is that rock fishermen aren't trying to harm themselves – they simply overestimate their abilities and underestimate the dangers. This can be helped with education and information. The fishermen are not opposed to safety equipment such as angel rings and ropes, or to classes; we need to make lifejackets seem

more acceptable to them. Manufacturers of lifejackets might be encouraged to be involved in the rock fishing safety campaign.

The Surf Life Saving Australia and Australian National Sportfishing Association commissioned a similar study in May 2010. The major differences in the results between the national and the Randwick local government areas are:

	May 2010 national survey*	April 2013 survey of Randwick local government areas*
Lifejacket use – do you wear a lifejacket	75% never 9 sometimes 4 often 6 always	49% never 22 sometimes 5 often 24 always More Randwick’s rock fishermen wear lifejackets.
Languages spoken at home	42% English 27 Chinese 20 Korean 1 Vietnamese	33% English 33 Chinese 20 Korean 2 Vietnamese More Chinese-speaking rock fishermen were surveyed in Randwick than the national survey.
Country of origin	34% Australia born 21 China 21 Korean	28% Australia born 30 China 19 Korea
Sources of safety advertisements	3% Internet 28 ethnic newspaper/ publication 26 English newspaper 18 TV 21 fishing publicity materials 5 DVD 5 radio	37% internet 18 newspaper 13 TV 16 other 10 magazine 6 radio Randwick’s rock fishermen rely far more on the Internet than on newspapers, compared to national.
Number of rock fishing visits in past 12 months	37% - more than 20 19 - 10-19 times 14 - 6-9 times 13 - 2-5 times 12 - first time	26% - more than 20 20 - 10-19 times 7 - 6-9 times 26 - 2-5 times 21 - first time Randwick’s rock anglers go rock fishing less frequently than national average, and the Council has more first-time rock fishermen.

	May 2010 national survey*	April 2013 survey of Randwick local government areas*
Visits to location of interview in past 12 months	15% - more than 20 5 - 10-19 x 10 - 6-9x 30 - 2-5 times 35 - first time	17% more than 20 7 - 10-19 x 14 - 6-9x 36 - 2-5 times 26 - first time Randwick's rock anglers are more likely to stick to one rock fishing spot.
Who people fish with	15% alone 58 with friends 14 other relatives 10 own children 13 spouse/partner	21% alone 40 with friends 6 other relatives 6 own children 5 spouse/partner 22 other Randwick's rock anglers are more likely to fish alone; and less likely to fish with friends, relatives children, or spouse.
Check the weather beforehand	57% always 17 often 11 sometimes 10 never	78% always 13 often 8 sometimes 1 never Randwick's rock fishermen are more likely to check the weather than the national average.
Consume alcohol before or while fishing	79% never 13 sometimes 3 often 1 always	92% never 7 sometimes 1 often 0 always Randwick's rock anglers drink alcohol less often the national average.
Shoes with non-slip soles or cleat	42% always 16 often 14 sometimes 22 never	63% always 9 often 14 sometimes 14 never Randwick's rock fishermen are more likely to wear suitable footwear.
Turn your back on the ocean	63% never 29 sometimes 1 often 1 always	83% never 16 sometimes 0 often 1 always More Randwick's rock anglers claim that they keep their eyes on the water.

	May 2010 national survey*	April 2013 survey of Randwick local government areas*
Bring a mobile phone while fishing	86% always 4 often 4 never	78% always 5 often 9 sometimes 8 never Randwick's rock fishermen are less likely to bring a mobile phone while fishing. A few said that mobile phone coverage is not very good at rock fishing sites.
Being swept off the feet is likely to result in drowning	9% strongly disagree 23 disagree 9 unsure 37 agree 15 strongly agree	12% strongly disagree 10 disagree 13 unsure 43 agree 22 strongly agree Randwick's rock anglers are more likely to respect the danger of being swept away by water.
Rock fishing is no more riskier than other water activities	6% strongly disagree 30 disagree 31 unsure 22 agree 6 strongly agree	12% strongly disagree 29 disagree 17 unsure 38 agree 4 strongly agree Randwick's rock anglers are more likely to think that rock fishing is no more riskier than other water activities.
Swimming ability	32% Swim for over 1 hour 26 Swim up to 1 hour 25 Swim 15 minutes 8 Swim 1 minute 4 Cannot float or swim	26% for over 1 hour 29 up to 1 hour 30 Swim 15 minutes 7 Swim 1 minute 8 Cannot float or swim Randwick's rock fishermen are slightly less confident of their swimming abilities.
First aid	80% no 14 yes	91% no 9 yes Randwick's rock anglers are less likely to have first aid training.
Know someone who has been swept off rocks	80% no 15 yes	70% no 30% yes Randwick's rock fishermen are more likely to know someone who has been swept off the rocks.

* All figures in the table above are in percentages.

In summary, rock fishermen in Randwick City Council tend to be more cautious – less likely to drink alcohol and turn their back to the ocean; more likely to wear lifejackets and shoes with non-slip soles or cleats, and check the weather forecast beforehand – but they are also more likely to go rock fishing alone instead of with someone. Rock anglers in Randwick local government areas make good use of the Internet especially for weather information.

Appendices

Appendix 1: Interview schedule

We conducted the surveys in the locations nominated by the Randwick City Council: Cape Banks, Jolong, The Trap and The Gutter at Little Bay, Julieanne's, Yellow Rock, North Maroubra and Mahon Pool.

MMM's six interviewers were trained in the Australian Market and Social Research Society (AMSRS) code of professional conduct, and were briefed about the project's aims, findings from the risk assessment reports and details of the questionnaire. They conducted the interviews by working in groups of two or three persons together.

The questionnaire was translated into simplified Chinese, Korean and Vietnamese. Bilingual interviewers Gregory, Michael, Philemon and Tan approached ethnic-looking rock fishermen and conducted the interviews in Cantonese, Mandarin, Korean, Vietnamese, and in English. Answers to open-ended questions were back-translated into English after the completion of each survey.

Stan and Ben conducted their interviews in English.

Date	Time	Hours	Task	Interviewers
Thu 07/03/2013	7:00am-11:00am	4 hours	Survey	Ben, Gregory
Fri 08/03/2013	3:00pm-6:00pm	3 hours	Survey	Ben, Gregory
Sat 09/03/2013	7:00 am-10:00 am	3 hours	Survey	Ben, Michael, Tan
Sun 10/03/2013	7:00 am-10:00 am	3 hours	Survey	Ben, Michael, Tan
Wed 20/03/2013	3:00pm-6:00pm	3 hours	Journal Interview and Survey	Ben, Stan
Sun 24/03/2013	7:00am-1:00pm	6 hours	Survey	Tan, Gregory
Sat 30/03/2013	7:00am-1:00pm	6 hours	Survey	Philemon, Michael, Gregory
Sun 31/03/2013	1:00pm-5:00pm	4 hours	Survey	Stan, Philemon, Michael, Gregory
Sun 7/4/2013	7:00am-1:00pm	6 hours	Survey	Michael, Gregory

Appendix 2: English version of survey

Randwick City Council Rock Fishing Survey

My name is _____ from Multicultural Marketing. We have been commissioned by the Randwick City Council to conduct a short survey to find out more about how this area of the coast is used by rock fishermen. It will take around 15 minutes. Your participation will help the Council make this area safer for fishing. The survey is voluntary and anonymous so no names will ever be known. Would you have time to do the short survey with me?

1. Apart from Rock Fishing, what other activities do you undertake when you use this area (tick all that apply)?

- Walking/ jogging/ exercising
- Swimming
- Surfing or Bodyboarding
- Beach Fishing
- Other (please specify) _____

2. How many times have you been rock fishing in the last 12 months, including today's visit?

- This is my first time
- Between 2-5 times
- Between 6-9 times
- Between 10-19 times
- More than 20 times

3. How many times did you visit this particular spot for rock fishing in the last 12 months, including today's visit?

- This is my first time
- Between 2-5 times
- Between 6-9 times
- Between 10-19 times
- More than 20 times

4. How did you find out about this location?

5. How did you check aspects such as weather conditions, tide information before you came out today?

9. Where else have you fished from rocks in the last 12 months?

6. Who came with you to fish today (tick all that apply)?

- Alone
- Friends
- Spouse / Partner
- Own children
- Other relatives
- Others (please specify) _____

7. What attracted you to fish at this particular location today? (tick all that apply)

- I enjoy rock fishing here
- There are good fish here
- I live close by
- There are never many people here
- I enjoy the time spent with friends while fishing
- This is a safe place to fish
- There are angel ring safety devices here
- Other (please specify) _____

8. What sort of fish are you hoping to catch today?

8a) What fishing technique are you using today? (tick all that apply)

- lure
- live bait
- dead bait
- sinker
- Float
- Other (please specify) _____

10. How many years have you participated in rock fishing? _____

11. Where do you normally go to source information about rock fishing?

- Internet
(name _____)
- Radio
(name _____)
- TV
(name _____)
- Newspaper
(name _____)
- Magazines
(name _____)
- Other (please specify _____)

12. Have you seen any messages relating to Rock Fishing safety in the last 12 months?

- Yes No (Go to Q14)

13. Where did you see those messages?

- Internet (name _____)
- Radio
(name _____)
- TV (name _____)
- Newspaper (name _____)
- Magazines
(name _____)
- Other (please specify _____)

14. When rock fishing do you (please circle):

- a) Fish with a friend**
Never Sometimes Often Always
- b) Wear a lifejacket/ buoyancy aid**
Never Sometimes Often Always
- c) Wear gumboots or waders**
Never Sometimes Often Always
- d) Wear shoes with non-slip soles or cleats**
Never Sometimes Often Always
- e) Check the weather forecast beforehand**
Never Sometimes Often Always
- f) Drink alcohol immediately before or when fishing**
Never Sometimes Often Always
- g) Turn your back on the sea**
Never Sometimes Often Always

h) Have a mobile phone with you

Never Sometimes Often Always

i) Get swept off your feet by waves or swell

Never Sometimes Often Always

15. Do you think that (please circle):

a) Getting swept off rocks while fishing is likely to result in my drowning

Strongly Agree Unsure Disagree Strongly Disagree

b) Can you give your reasons for that opinion?

c) Do you think that (please circle): Rock fishing is no more risky than other water activities

Strongly Agree Unsure Disagree Strongly Disagree

d) Can you give your reasons for that opinion?

16. Please tick the statement that best represents your current and unaided swimming ability in a flat-water swimming pool:

- I cannot float or swim
- I can comfortably float for over **1** minute and swim a little distance
- I can comfortably float and gently swim for about **15** minutes
- I can comfortably float and gently swim for up to **60** minutes
- I can swim constantly for **over one hour** and float as long as I wish

17. Do you hold a current first aid certificate?

- Yes No

18. Do you know how to do resuscitation (CPR)?

- Yes No

19. Gender (interviewer to tick):

Male Female

20. What is your age group?

15 to 19 20 to 29 30 to 39
 40 to 49 50 to 59 60 plus

21. What is your usual place of residence?

Town/ suburb: _____

Postcode: _____

Country (if outside Australia): _____

22. What was your country of birth?

23. What language do you usually speak at home?

24. How many years have you lived in Australia?

Less than 1 year
 Between 1-4 years
 Between 5-9 years
 More than 9 years
 All my life
 I don't live in Australia. I'm a tourist.

25. Are you aware that six people have died in this area in the last 18 months, due to Rock Fishing accidents?

Yes No

26. Does that figure concern you?

Yes No

27. Does it influence your attitude to Rock Fishing safety?

Yes No

28. Are you likely to modify your behaviour while rock fishing, after knowing this?

Strongly Agree Agree Unsure Disagree Strongly Disagree

29. Do you think that lifejackets should be mandatory for rock fishing?

Yes No Unsure

30. How do you think the Council can increase safety for rock fishermen?

31 a) How likely would a sign like this influence your behaviour while rock fishing? (show image, see last page)

Strongly Agree Agree Unsure Disagree Strongly Disagree

b) Would the signage discourage you from fishing in this area?

Yes No Unsure

c) In your opinion, how likely would the signage help to reduce the rate of rock fishing accidents in this area?

Strongly Agree Agree Unsure Disagree Strongly Disagree

32. Do you know anyone personally (including yourself) who has been swept off the rocks or got into difficulty in the water while rock fishing?

Yes
 No (The survey is complete. **Would you like to participate in any follow up survey about rock fishing safety in future?** If yes, please take down:

Name: _____

Mobile number: _____

Email: _____

If no, thank you again. If you have any question about the survey, please ring my supervisor Jessie Wong at 0414 977 760.

Non-Fatal Drowning Incidents and Near Misses

33. How many times have you seen people swept off the rocks or got into difficulty in the water while rock fishing?

Think about the most recent time you knew of someone swept off the rocks or who got into difficulty while rock fishing.

34. Was this person:

- Yourself
- A friend
- A family member
- Someone else (please specify) _____

35. Was this person:

- A local to the area
- A regular visitor to the area
- An infrequent visitor to the area

36. How old (approximately) was the person/s involved?

- 0 to 14 15 to 19 20 to 29
- 30 to 39 40 to 49 50 to 59
- 60 plus Unsure

37. Gender of the person:

- Male Female

38. Where was the person/s from (if known)?

Town/ suburb: _____

Postcode: __ __ __ __

Country (if outside Australia): _____

39. When did the incident occur (year and month if possible)?

40. Where did the incident occur?

Please provide as much specific information/ description as possible.

41. How did the incident occur?

Please provide as much specific information/ description as possible.

42. Had this person consumed any alcohol immediately before or during rock fishing?

- Yes No Unsure

43. How long were they in the water (approximately)?

44. How did they get out of the water?

45. Do you know the outcome of the incident – did the person survive the incident?

Thank you for your time and participation in this survey.

Would you like to participate in any follow up survey about rock fishing safety in future? If yes, please take down:

Name: _____

Mobile number: _____

Email: _____

If no, thank you again. If you have any question about the survey, please ring my supervisor Jessie Wong at 0414 977 760.



Don't put your life on the line

Rock fishing safety

- ✓ Wear a life jacket
- ✓ Never fish alone
- ✓ If conditions worsen find a calmer, more sheltered spot – or go home.
- ✓ Wear shoes with non-slip soles



Lif jackets - Useless unless worn



WE ARE GIVING TWO LIFEJACKETS EVERY MONTH UNTIL AUGUST 2013

Hurry to www.safefishing.com.au to check out how to enter!

WWW.SAFEFISHING.COM.AU

