



## STAKEHOLDER TOOLKIT

# For future generations of fishers campaign 2025–26

Edition 1 | December 2025

# ABOUT THE CAMPAIGN

The WA Government's 'For future generations' demersal fishing recovery reforms campaign builds community and fishers' understanding of the ongoing depletion of demersal scalefish stocks such as dhufish, pink snapper and red emperor. To enable these fish stocks to recover, everyone needs to play their part for WA's future generations of fishers.

The campaign also increases the community's awareness of alternative recreational fishing experiences, so fishers know they can still go fishing, just not for demersals in the West Coast bioregion.

## HOW TO USE THIS KIT

This kit consists of downloadable campaign materials to enable you to help raise awareness about WA's new demersal fishing reforms.

### THE KIT INCLUDES:

-  Posters
-  Newsletter article

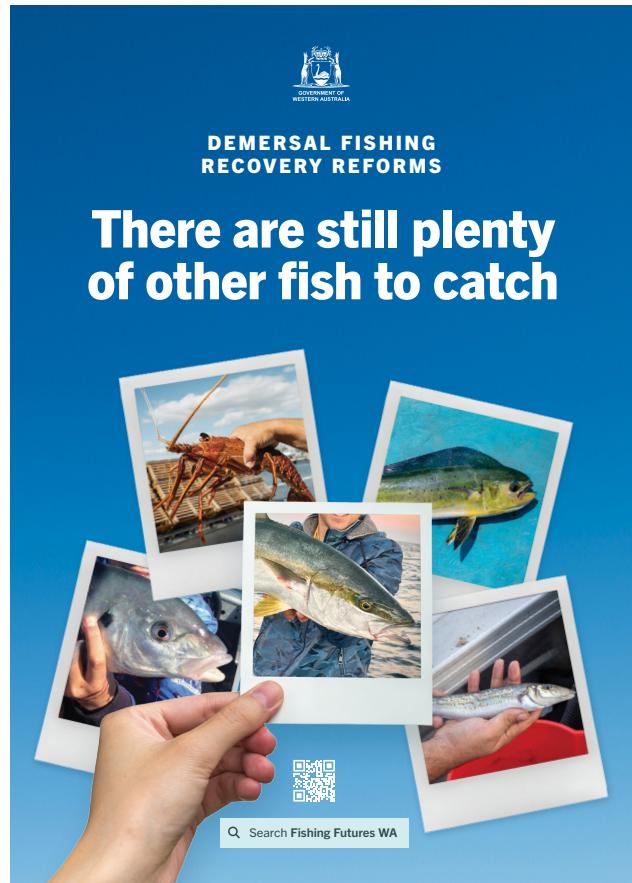
# POSTERS

Print out these posters and display them to your customers and community members.

A3 Poster 1



A3 Poster 2



# NEWSLETTER ARTICLE

You can copy and paste this article and download the images for use in your newsletter.

## Important message for WA's fishing community

The WA Government has announced statewide reforms to help recover stocks of iconic species like dhufish, pink snapper and red emperor.

Boat-based recreational demersal fishing in the West Coast zone (Kalbarri to Augusta) is now closed until Spring 2027. It will then become an exclusive recreational fishing zone.

Commercial demersal fishing in the West Coast Zone will end permanently, and charter fishing for demersal scalefish will be closed in the metro area. The WA Government has committed \$20 million towards a 'buy out' for the commercial line and gillnet fisheries in the West Coast bioregion to provide financial support to impacted commercial licence holders. An interim payment will be available from January to provide immediate support.

Recreational and commercial demersal fishing will remain open in all other regions, with additional management measures to be introduced in 2026.

There are still plenty of other fish to catch – for those between Kalbarri and Augusta you can switch your fish to mahi-mahi, crays, whiting, yellowtail kingfish, silver trevally and more. The demersal closure doesn't apply if you're fishing from the beach or a jetty.

Let's all play our part for WA's future generations of fishers. Learn what the reforms mean for you by visiting [dpird.wa.gov.au/demersal](http://dpird.wa.gov.au/demersal) or search Fishing Futures WA.

You can choose either image to accompany the article.

Image 1



Image 2



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# CONTACT

If you have any questions about the campaign or toolkit please email: [demersal@dpird.wa.gov.au](mailto:demersal@dpird.wa.gov.au)