



# SharkSmart behaviour change

## Fishers & Fish Waste

### Purpose

To design, undertake and evaluate a behaviour change project focusing on fishing and fish waste

- Keep fish waste and fish scraps out of the water where people swim (key behaviour)
- Avoid fishing near people swimming
- Avoid swimming near people fishing (secondary audience)

### Background

There are several drivers for this project:

- The scientific basis for global swimmer safety guidelines research includes evidence that fish remains in water can attract sharks in the vicinity; that positive reinforcement is learned by large sharks; and sharks may be attracted to fisher catch, so swimmers could avoid fishing areas.
- Whitsundays research with bareboat hire customers focused on the behaviour of not throwing food scraps overboard; and recommended expanding behaviour change to fishers.
- North-West Island saw three incidents between December 2019 and April 2020, including one fatality. Human behaviour with food disposal was identified as an issue.

### Location

There are two key markets: the Whitsundays, and Moreton Bay. Both can have intense water traffic and potential for similar fisher/swimmer behaviours.

### Project Details

The first phase (July 2022 to April 2023) is focused on formative research to understand attitudes and behaviours; to testing hypotheses; and to develop a behaviour change strategy informed by consumer testing.

The methodology includes:

- Desktop review
- Fish-along interviews with recreational fishers
- Stakeholder consultations
- Benchmark quantitative survey
- Consumer testing of proposed behaviour change interventions via focus groups
- Behaviour change strategy and implementation plan

The second phase, from mid-2023, will involve the implementation and evaluation of the recommended behaviour change strategy.

### Further information

To learn more about SharkSmart tips and advice on fish waste, visit [qld.gov.au/Sharksmart](http://qld.gov.au/Sharksmart).

For further information about the project, please contact [scp@daf.qld.gov.au](mailto:scp@daf.qld.gov.au).