

2023 Members Survey Results

- 98% of members believe that the association provides good value for money.
- Anglers use their membership on average 10-50 times per year.
- We have a fairly stable but increasingly aging membership.
 - Various initiatives have been implemented to try to attract new members – junior membership campaign, marketing videos, weekly catch reports etc.
- 50 % of anglers prefer to fish for salmon, 35 % for river trout, and 15% rainbow trout in stillwaters.
 - This varies throughout season and preferences are taken into account when considering new fishing waters.
- 80% of respondents stated fly fishing is their preferred method.
 - It is recognized that spinning/bait fishing is also commonly practiced depending on conditions and the association will continue to accommodate all methods.



2023 Members Survey Results

- Permit exchange agreements is used by only 10% of members.
 - Additional agreements/locations are currently being investigated.
- Additional members events requested.
 - Events sub-committee formed to identify opportunities; however additional committee members needed to progress this further.
- Rules simplification/reduction
 - Some rule changes were made for 2024 season e.g. Etiquette, worming, use of two hooks. Management Committee members will continue to address simplifying the rules.
- Increased Maintenance.
 - To control costs; investigate supplementing existing team with volunteers.
- Subscription Fees
 - For discussion at AGM



2023 Joiners/Leavers Survey Results

- Virtually all new members plan to retain their membership in 2024.
- New members requested improved information on beat access, parking, teaching/guiding sessions etc.
 - Maps updated, what3 words to identify parking locations, Beat videos created.
- Primary reasons for members leaving association in order were.
 - Health/age, Declining Salmon numbers, Financial, Moving away.



Questions

