

Women Anglers in Aotearoa
New Zealand:
Understanding women's
participation in, and
perspectives of, freshwater
fishing



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1 Executive summary

This report presents the findings from a mixed-method research project initiated by Fish and Game New Zealand (FGNZ), and conducted by staff at the University of Otago, with the aim of better understanding women's participation in, and perspectives of, freshwater fishing in Aotearoa New Zealand. The findings in this report are based on an email survey of 2,456 women anglers, coupled with 30 semi-structured interviews. Data was collected between November 2022 and August 2023.

The specific aims of the study were to:

- Characterise the demographics of existing women licence holders and investigate current and past levels of participation, interest, and specialisation in freshwater fishing.
- Understand women anglers' current and past motivations for freshwater fishing.
- Explore the relationship between freshwater fishing and identity.
- Investigate socialisation factors to do with women anglers' participation in freshwater fishing.
- Identify factors that constrain and/or facilitate women anglers' participation in freshwater fishing.
- Evaluate the values and ethics of women anglers.
- Explore women anglers' views in relation to representations of women in FGNZ material, and the willingness of women anglers to be involved with freshwater fisheries governance.

An email survey of 672 men anglers was also conducted with aim of exploring comparisons between women and men in terms of participation/behaviours, motivations, socialisation, constraints/facilitators, ethics, and governance.

In addition to providing baseline data on women's participation in freshwater fishing, **some important findings of the study are:**

- Around a quarter of women anglers have had to contend with gender stereotypes whilst fishing.
- Well over a third of women anglers believe that fishing continues to be moulded after men and, relatedly, many call for better representation in marketing material and within FGNZ governance structures.
- Almost all women anglers wish they could fish more often, but are constrained by a host of factors, most notably a lack of time and family/work commitments. Some constraints, such as a lack of confidence, are more gender specific. Certain constraints, such as the cost of fishing or a perceived lack of skill, can be partially addressed with the support of FGNZ.
- Around one-third of women anglers feel that there are inadequate FGNZ initiatives aimed at fostering women's involvement in freshwater fishing.
- Despite wishing to see better representation of women within FGNZ, half of all women anglers feel that standing for a FG council is currently a daunting prospect, and one-third of women anglers feel that their opinions and ideas would currently not be heard.

"Have more stories on women/girl anglers, I open a magazine, or Facebook, and only find males looking back at me ... I guess it's what makes me hide away from seeing how male dominated the sport really is, even though I'd love to be out there on my days off fishing! I'd really like to see a group made / put together of women anglers, I'd be more inclined to reach out ask for advice / help; I feel that would boost my confidence and [allow me to] be able to make more friends within fishing" (Survey participant)

Six key recommendations emerging from the research are:

- Develop workshops, educational materials, and events tailored to the needs of women anglers.
- Provide support for the development and strengthening of new and existing networks of women anglers.
- Work to increase the visibility of women anglers within FGZ promotional materials and publications.
- Work to increase representation of women within Fish and Game councils.
- Work to improve feedback mechanisms for existing women anglers to communicate with FGZ management.
- Evaluate the family licence with a view to loosening existing restrictions.

The above recommendations should be seen as practical measures designed to help close some of the gaps in services and outreach that women anglers, in general, currently perceive to exist. In so doing, these recommendations, if implemented, may contribute significantly to breaking down barriers, fostering a more inclusive angling community, and increasing the recruitment, retention, and reactivation of women anglers in Aotearoa New Zealand.

2 Introduction

2.1 Contextual background

Gendered norms and societal expectations play a significant role in shaping choices related to recreation. These norms impact how individuals are socialized into specific recreational activities (e.g., fishing), their likelihood of engaging in these activities throughout their lives, and the personal meanings attached to different recreational experiences (Aitchison, 2013). Normative gender expectations are often linked to an individual's perceived biological sex, resulting in an ongoing process of both conforming to, and challenging, established gender roles (West & Zimmerman, 2009). This dynamic interplay occurs as individuals navigate their interactions with the gendered aspects of the recreational environment and their relationships with others (Arora-Jonsson, 2014).

Recreational fishing exists within a gendered framework that predominantly highlights men's involvement and experiences (McKenzie, 2013; Smith, 2003), resulting in a significant underrepresentation of women (Fennell & Birbeck, 2019). Typically, individuals acquire fishing skills through familial channels, where conventional gender norms can hinder young women's access to fishing knowledge and experiences (Burkett & Carter, 2022). Some women may also abstain from participating in outdoor recreational activities like fishing due to concerns about appropriateness or safety, or because they prioritize their family responsibilities over personal leisure pursuits (Lee, Graefe & Li, 2007).

Gender disparities in outdoor recreational settings are a recurring theme in both academic and mainstream discourse, where women often find themselves portrayed as marginalized participants (Godtman Kling, Margaryan, & Fuchs, 2020). Notably, women's perspectives as recreational fishing enthusiasts remain conspicuously absent from both popular culture and scholarly investigations (Fennell & Birbeck, 2019; McKenzie, 2013). Furthermore, research on recreational fishing often relies on social surveys that oversimplify gender by conflating it with binary sex categories (Fennell & Birbeck, 2019; Kuehn, Luzadis, & Brincka, 2013; Stensland, Aas, & Mehmetoglu, 2017). While these studies shed light on fishing motivations tied to self-reported gender identity, they fall short of providing insights into the actual lived experiences of recreational anglers as they navigate societal gender expectations. By allowing women to represent themselves within leisure studies, we gain access to rich, personalized contexts that may either affirm or challenge the underlying assumptions associated with women's underrepresentation and the associated discourse (Olive, McCuaig, & Phillips, 2015).

2.2 Women anglers in Aotearoa New Zealand

In New Zealand, women are under-represented as participants in freshwater fishing. This underrepresentation is not unique to New Zealand and has been identified internationally (Aas 1995; Fedler and Ditton 2001; Schroeder et al 2006; Krogman and Stubbs 2021). In New Zealand, women make up approximately 10% of adult full season licence holders; even including women identified as a secondary licence holder within the family fishing licence, only about 25% of licence holders are women. With Fish & Game's (FGNZ) national R3 (recruitment, retention, reactivation) focus and recommendations from the recent governance review highlighting the need for increased diversity across the organisation, greater understanding of women anglers is essential for Fish & Game to better serve our women anglers and develop effective strategies to improve participation and engagement from women anglers.

2.3 Objectives

This study sought to gather key information about the make-up, behaviours, and perspectives of women anglers. The proposed aims of the study were to:

- Characterise the demographics of existing women licence holders (e.g., age, ethnicity, household size and composition, marital status, education, income etc).
- Investigate women anglers' current and past levels of participation, interest, and specialisation in freshwater fishing.
- Understand women anglers' current and past motivations for freshwater fishing.
- Explore the relationship between freshwater fishing and identity.
- Investigate socialisation factors to do with women anglers' participation in freshwater fishing.
- Identify factors that constrain and/or facilitate women anglers' participation in freshwater fishing.
- Evaluate the values and ethics of women anglers.
- Understand women anglers' views in relation to representations of women in Fish & Game material.
- Explore women anglers' willingness, or the lack of, to be involved with freshwater fisheries governance.
- To compare women and men anglers in terms of participation/behaviours, motivations, socialisation, constraints/facilitators, ethics, and governance.

In addition to providing specific insights to support FGNZ's R3 strategy, this study will also help, at a much broader level, to fill the void in terms of our understanding of women anglers. Relatedly, most existing research in this field has primarily relied on closed-ended survey questions to examine women angler behaviour and perspectives. By embracing a mixed-method approach (described in the next chapter), our research provides a more nuanced and comprehensive understanding of gender dynamics within freshwater fishing. This approach enables us to delve into how gendered experiences influence individuals' relationships with nature and others, as well as their personal constructs of gender and related self-perceptions, which have remained largely unexplored in the current literature (Kuehn et al., 2013).

The relevance and necessity of our research becomes evident when considering the limited insights offered by traditional survey-based methodologies. Our mixed-method approach shifts the focus to the distinct meaning-making processes of women in recreational freshwater fishing, allowing us to explore their experiences from their own perspectives, rather than being driven by preconceived assumptions. By doing so, we hope to contribute valuable insights that shed light on the intricate relationship between gender and freshwater fishing.

3 Methods

The mixed-method research project was conducted in two separate phases and included both a large-scale survey and follow-up interviews with a smaller sample of women anglers. A shorter survey with men anglers was also conducted for comparative purposes.

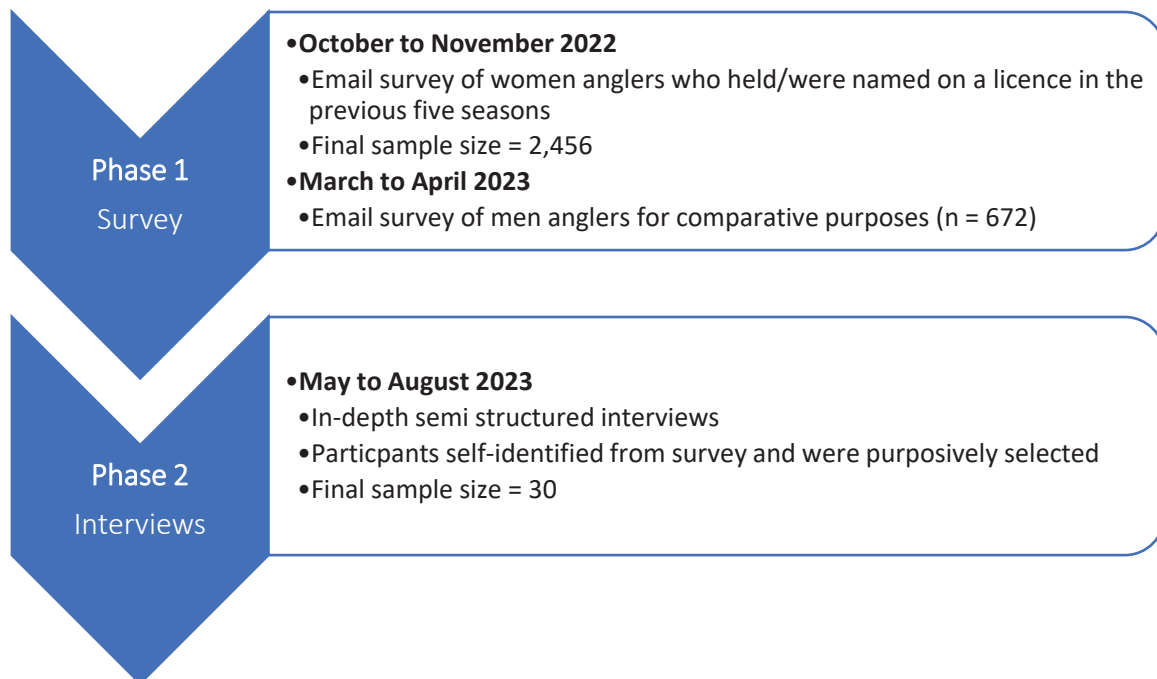


Figure 3-1: Two-phase, mixed method research design

3.1 Phase 1: Survey

3.1.1 Survey instrument

Phase 1 involved the email distribution of an electronic survey. The survey instrument was designed with the help of Qualtrics software and involved several iterative phases. The process of designing the survey instrument involved several rounds of consultation with FGZ staff, with particular attention paid to collecting input from women staff. The final version of the survey can be found in **Appendix 1**. To summarise, the survey comprised the following key sections:

Participation

Questions in this sections related to introductory influences, length of participation, commitment over time, licence buying/holding behaviour over time, skill level, and preferences (types of water, fishing style/technique, etc.).

Perspectives on freshwater fishing

Questions in this section related to motivations, specialisation, identity, ethics, catch preferences, barriers/constraints to participation and the extent to which, if at all, these are overcome.

Representations of, and engagement with, women anglers

Questions in this section related to representations of, and engagement with, women anglers on the part of FGNZ, the nature of women anglers' willingness to stand for Fish & Game Councils, and fishing-related information sources used by women anglers.

Demographics

Questions in this section related to age, household income, qualifications, household composition, gender identity, and ethnicity.

3.1.2 Recruitment and data collection

From the FGNZ national licence holder database, purposive sampling was used to locate known and potential populations of adult women anglers (resident) who had purchased or held a fishing licence at some point in the five seasons prior to the 2022/2023 season. Licence categories included Adult Fishing Licence Loyal Senior, Adult Fishing Licence Whole Season, Adult Fishing Licence Winter, Local Area Fishing Licence, Family Licence, Adult Fishing Licence Day, Adult Fishing Licence Long Break, and Adult Fishing Licence Short Break. Only the highest value licence purchased/held by an angler over the five-season period was retained, leaving one record per angler. Licence holders were then grouped together into four strata.

Strata 1 comprised individual full licence holders and included the following categories: Adult Fishing Licence Loyal Senior, Adult Fishing Licence Whole Season, Adult Fishing Licence Winter, and Local Area Fishing Licence. Strata 2 comprised family licence holders where a female was listed as the primary licence holder. Strata 3 comprised individual short break licences and included the following categories: Adult Fishing Licence Day, Adult Fishing Licence Long Break, and Adult Fishing Licence Short Break. Finally, strata 4 comprised 'other', assumed, female secondary family licence holders¹.

Following a review of all research materials by the University of Otago Human Ethics Committee (reference D22/229), an email containing an individual link to the survey (hosted by Qualtrics) was distributed on 3rd October 2022, along with a covering letter providing participants with key information pertaining to the research (see **Appendix 2 and 3**). The survey remained open for four weeks, during which time two reminder emails were sent to those participants who either a) had not started the survey or b) had started but not completed the survey. The survey closed on 3rd November 2022. Final response rates are presented in the table below.

Table 3-1: Survey responses

Strata	Surveys sent (n)	Surveys returned (n)	Response rate (%)
1	3,705	660	18%
2	1,767	253	14%
3	7,122	423	6%
4	19,882	1,120	6%
All strata combined	32,476	2,456	8%

¹ FGNZ does not collect gender information for those listed as secondary holders of a Family Licence. Consequently, in relation to strata 4 it was necessary to email the survey to primary family licence holders listed as male. A request was then made via the invitation to make the survey available to the adult women angler named as the secondary licence holder on the family licence.

Following the same method described above, an abbreviated version² of the survey was also sent to male anglers, the purpose being to generate comparative data. The survey was distributed on the 22nd March 2023 and closed on the 22nd April 2023. In total, 672 responses were recorded. Analysis of all survey data was undertaken at the Department of Tourism, University of Otago using statistical analysis software (Microsoft Xcel and SPSS). A mixture of content and thematic analysis methods was also used to analyse any open-ended responses.

3.2 Phase 2: Semi-structured interviews

The qualitative phase of this research spanned from May 2023 to August 2023, during which a total of 30 semi-structured interviews were conducted. These interviews were administered via online platforms (e.g., Zoom) or by phone. The selection of interviewees followed a purposive sampling method, wherein 30 individuals were chosen from a pool of 215 survey participants who had expressed their willingness to engage in the second phase of the research. The purposive selection of these 30 participants was undertaken to ensure a broad representation of women anglers. The sample was intentionally diverse in terms of age, experience, and skill level. A short profile of the interviewees is provided at the beginning of Chapter 5.

The interviews focused on a range of different topics, but in particular on the barriers/constraints faced by women anglers and how these might be overcome. The interviews also offered another opportunity to further probe women anglers' perceptions of FGZ and the role that the organisation can play in helping to address the barriers/constraints identified. With the consent of the participants, the interviews were recorded using the in-built functions on Zoom video-conferencing software. All interviews were transcribed, and the data was thematically analysed using *Nvivo* software (version 1.5.1).

The findings from the research are presented in the next two chapters. In Chapter 4, the findings from the survey will be presented and discussed. These findings will provide FGZ with baseline data related to women's participation in, and experiences of, freshwater fishing in New Zealand. Where relevant, comparisons are drawn between women and men anglers. This will be followed in Chapter 5 with a presentation of the findings from the semi-structured interviews. These findings focus in on the constraints faced by women anglers in relation freshwater fishing, and how such constraints may be addressed.

² Questions posed to men anglers are indicated with a * in Appendix 1.

4 Survey findings

4.1 Demographic profile

In this sub-section, a short demographic profile is provided for each strata. Note, however, that detailed tables showing the population characteristics for each strata (women and men) can be found in **Appendix 4**. In general, there were many similarities across the strata and between men and women anglers.

4.1.1 Strata 1 anglers - individual full season licence holders

Women anglers in strata 1 were:

- Predominantly aged between 35 and 64 years old (56%) with an additional 19% aged between 25 and 34 years old.
- Fairly evenly spread across various household income brackets, but with the highest proportion of anglers (18%) in the NZ\$100,000 -139,000 bracket.
- Well educated, with 84% holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (80%).

Compared to women anglers in strata 1, men anglers in the same strata were:

- Generally older, with 74% aged between 45-74 years old.
- Similar in terms of being evenly spread across the various income brackets.
- Slightly less well educated, proportionally, with 57% identifying as holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (83%).

4.1.2 Strata 2 anglers – primary holders of a family licence

Women anglers in strata 2 were:

- Predominantly aged between 45 and 64 years old (50%) with a further third (32%) aged between 25 and 44 years old.
- Fairly evenly spread across various household income brackets, but again with the highest proportion of anglers (18%) in the NZ\$100,000 -139,000 bracket.
- Well educated, with 79% holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (81.4%).

Compared to women anglers in strata 2, men anglers in the same strata were:

- Generally older, with 74% aged between 45-74 years old.
- Usually earning more, with 55% earning over NZ\$100,000 per year.
- Similarly well educated, with 74% identifying as holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (83%).

4.1.3 Strata 3 anglers – individual part season licence holders

Women anglers in strata 3 were:

- Predominantly aged between 25 and 64 years old (80%) but with the highest proportion of anglers aged between 25-34 years old.
- Generally in mid to high household income brackets, with 60% earning between NZ\$60,000 – NZ\$199,000 annually.
- Well educated, with 83% holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand European (73%), but with the highest proportion of Māori (5%).

Compared to women anglers in strata 3, men anglers in the same strata were:

- Generally older, with 73% aged between 45-74 years old.
- Generally earning more, proportionally, with 54% earning over NZ\$100,000 per year and 19% earning over NZ\$200,000 per year.
- Similarly well educated, with 74% identifying as holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (80.2%).

4.1.4 Strata 4 anglers - secondary holders of a family licence

Women anglers in strata 4 were:

- Predominantly aged between 45 and 64 years old (50%).
- Fairly evenly spread across various household income brackets, but again with the highest proportion of anglers (19%) in the NZ\$100,000 -139,000 bracket.
- Well educated, with 72% holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (79%).

Compared to women anglers in strata 4, men anglers in the same strata were:

- Similar, with 57% aged between 45-74 years old.
- Similarly evenly spread across the various income brackets.
- Slightly less well educated, proportionally, with 68% identifying as holding a post-compulsory education qualification.
- Predominantly comprised of New Zealand Europeans (77%). Of the men anglers, strata 4 contained the highest proportion of Māori (4%).

In the next sub-section, the ongoing nature of women's participation in freshwater fishing is explored. Where applicable, comparisons are drawn between women and men anglers in relation to participation.

4.2 Participation

Most women anglers in this study had started fishing in their early to mid-twenties and had fished for a considerable number of years. Women anglers in strata 2 (family, primary) had started earliest and had also fished the longest. Based on this study, women anglers, when compared to men anglers, appeared to start fishing slightly later in life and, subsequently, had spent much less time fishing. These findings are illustrated in **Table 4-1** below.

Table 4-1: Fishing starting age and years spent fishing.

Women	Average starting age	Average number of years spent fishing
Strata 1 (<i>n</i> = 557)	26	22
Strata 2 (<i>n</i> = 252)	21	23
Strata 3 (<i>n</i> = 421)	23	18
Strata 4 (<i>n</i> = 1116)	26	23

Men	Average starting age	Average number of years spent fishing
Strata 1 (<i>n</i> = 214)	16	40
Strata 2 (<i>n</i> = 168)	16	39
Strata 3 (<i>n</i> = 237)	17	32
Strata 4 (<i>n</i> = 53)	20	32

As can be seen in **Table 4-2** below, since starting to fish, a high proportion of women anglers had taken breaks from freshwater fishing. This was especially true for those in stratas 2 (family, primary) and 3 (individual, part season). Comparatively, a far higher proportion of women anglers in stratas 1 (individual, full season) and 2 (family, primary) had taken breaks compared to men in the same strata. Linked to this, a higher proportion of men as compared to women anglers in stratas 1 (individual, full season) and 2 (family, primary) were found to have fished every year or most years. The interviews conducted as part of this research shed some light on why women anglers in this study had taken breaks (see Chapter 5).

Table 4-2: Participation levels

Women	Strata 1		Strata 2		Strata 3		Strata 4	
	n	%	n	%	n	%	n	%
Since I first started going freshwater fishing...								
I have been freshwater fishing every year	231	35%	91	36%	108	26%	373	33%
I have been freshwater fishing most years	172	26%	56	22%	119	28%	349	31%
I have taken a number of breaks from freshwater fishing	253	39%	106	42%	196	46%	395	35%
Total	656	100%	253	100%	423	100%	1117	100%

Men	Strata 1		Strata 2		Strata 3		Strata 4	
	n	%	n	%	n	%	n	%
Since I first started going freshwater fishing...								
I have been freshwater fishing every year	88	41%	69	41%	51	22%	13	25%
I have been freshwater fishing most years	69	32%	58	35%	57	24%	19	36%
I have taken a number of breaks from freshwater fishing	57	27%	41	24%	129	54%	21	40%
Total	214	100%	168	100%	237	100%	53	100%

Women anglers were also asked about their licence purchasing behaviour over time. Overall, since starting to fish, most women anglers had tended to buy the same licence each year. However, across all four strata, various licence ‘transitions’ were observed. Firstly, of 595 women anglers who had indicated that the last licence they had held or purchased was an Individual Full Season Licence (Q5), 124 (21%) also indicated that, in the past, they had typically purchased a different licence (Q6). Of those 124 participants, the following transitions were observed:

- 32% (n=40) had moved from an Individual Part Season Licence to an Individual Full Season Licence
- 21% (n=26) had moved from a Family Licence (as Primary Licence holder) to an Individual Full Season Licence
- 40% (n=50) had moved from a Family Licence (as Secondary Licence holder) to an Individual Full Season Licence
- 6% (n = 8) did not answer

These transitions are shown in the figure below (**Figure 4-1**), wherein the weighted arrows illustrate changes in purchasing behaviour over time and the prevalence of the changes.

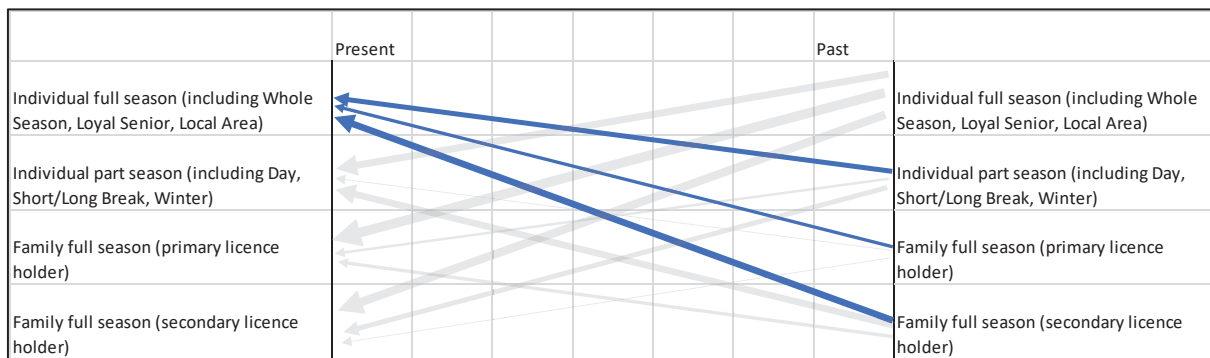


Figure 4-1: Transitioning to an individual full season licence.

Next, of 304 women anglers who had indicated that the last licence they had held or purchased was an Individual Part Season Licence, 103 (34%) also indicated that, in the past, they had typically purchased a different licence. Of those 103 participants, the following transitions were observed:

- 43% (n=44) had moved from an Individual Full Season Licence to an Individual Part Season Licence
- 6% (n=6) had moved from a Family Licence (as Primary Licence holder) to an Individual Part Season Licence
- 40% (n=41) had moved from a Family Licence (as Secondary Licence holder) to an Individual Part Season Licence
- 12% (n = 12) did not answer.

Again, these transitions are highlighted in the figure below (**Figure 4-2**).

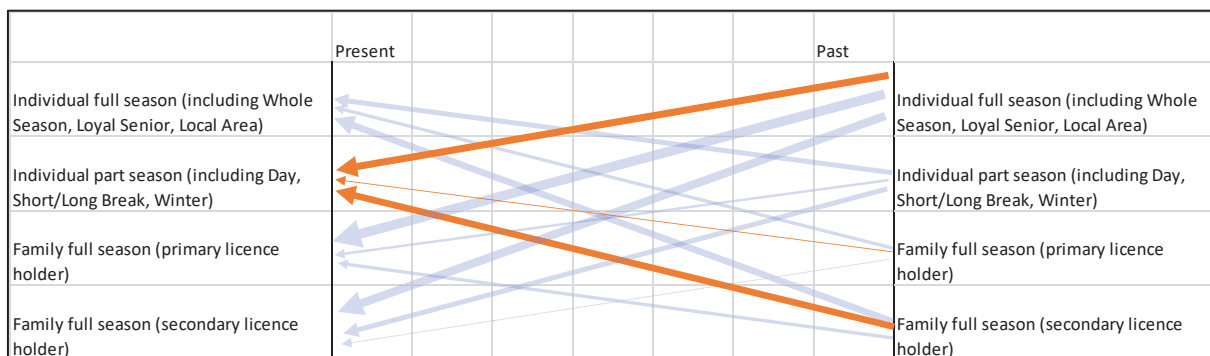


Figure 4-2: Transitioning to an individual part season licence.

Thirdly, of 364 women anglers who had indicated that the last licence they had held or purchased was a Family Licence (as Primary Licence holder), 129 (35%) also indicated that, in the past, they had typically purchased a different licence. Of those 129 participants, the following transitions were observed:

- 57% (n=73) had moved from an Individual Full Season Licence to a Family Licence (as Primary Licence holder)
- 15% (n=19) had moved from an Individual Part Season Licence to a Family Licence (as Primary Licence holder)
- 19% (n=25) had moved from a Family Licence (as Secondary Licence holder) to a Family Licence (as Primary Licence holder)
- 9% (n = 12) did not answer

As before, these transitions are highlighted in the figure below (**Figure 4-3**).

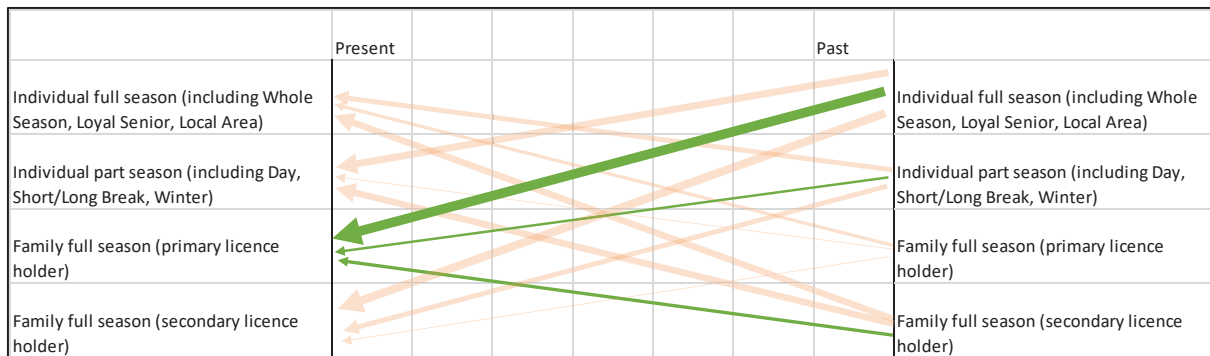


Figure 4-3: Transitioning to a family licence as the primary licence holder.

Finally, of the 1189 women anglers who had indicated that the last licence they had held or purchased was a Family Licence (as Secondary Licence holder), 188 (16%) indicated that, in the past, they had typically purchased a different licence. Of those 188 participants, the following transitions were observed:

- 57% (n=108) had moved from an Individual Full Season Licence to a Family Licence (as Secondary Licence holder)
- 29% (n=55) had moved from an Individual Part Season Licence to a Family Licence (as Secondary Licence holder)
- 6% (n=11) had moved from a Family Licence (as Primary Licence holder) to a Family Licence (as Secondary Licence holder)
- 7% (n = 14) did not answer

These transitions are highlighted in the figure below (**Figure 4-4**).

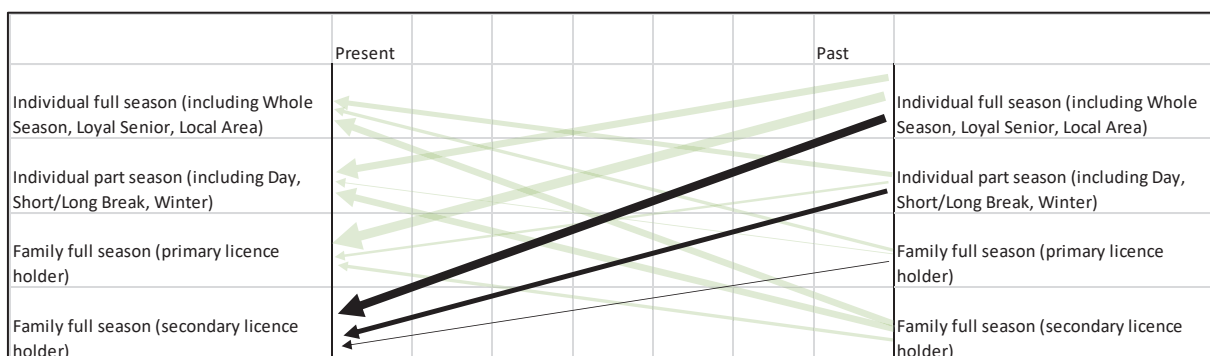


Figure 4-4: Transitioning to a family licence as the secondary licence holder.

Despite a much smaller sample, similar transitions were observed among the men surveyed. These transitions are captured in **Table 4-3** below.

Table 4-3: Licence transitions

Present licence (n)	Typical licence held in past? (No)		Licence typically purchased/held in past									
			Individual full season		Family (Primary)		Individual part season		Family (Secondary)		Did not answer	
Individual full season (women, n = 595)	124	21%	0	0%	26	21%	40	32%	50	40%	8	6%
Individual full season (men, n = 290)	37	13%	0	0%	22	59%	10	27%	0	0%	5	14%
Family (Primary) (women, n = 364)	129	35%	73	57%	0	0%	19	15%	25	19%	12	9%
Family (Primary) (men, n = 200)	80	40%	72	90%	0	0%	4	5%	1	1%	3	4%
Individual part season (women, n = 304)	103	34%	44	43%	6	6%	0	0%	41	40%	12	12%
Individual part season (men, n = 149)	49	33%	38	78%	3	6%	0	0%	2	4%	6	12%
Family secondary (women, n = 1189)	188	16%	108	57%	11	6%	55	29%	0	0%	14	7%
Family secondary (men, n = 30)	13	43%	6	46%	5	38%	1	8%	0	0%	1	8%

To help interpret this table, the following example is provided. Of the of the 290 men anglers who had indicated that the last licence they had held or purchased was an Individual Full Season Licence, 37 (13%) indicated that, in the past, they had typically purchased a different licence. Of those 37 anglers, the majority (n = 22, 59%) had moved from being the primary holder of a family licence whilst a further 27% (n = 10) had held an individual part season licence. The remaining anglers did not answer.

The figure below highlights all the changes in licence purchasing behaviour among the men (top) and women (bottom) anglers surveyed, and the prevalence of those changes.

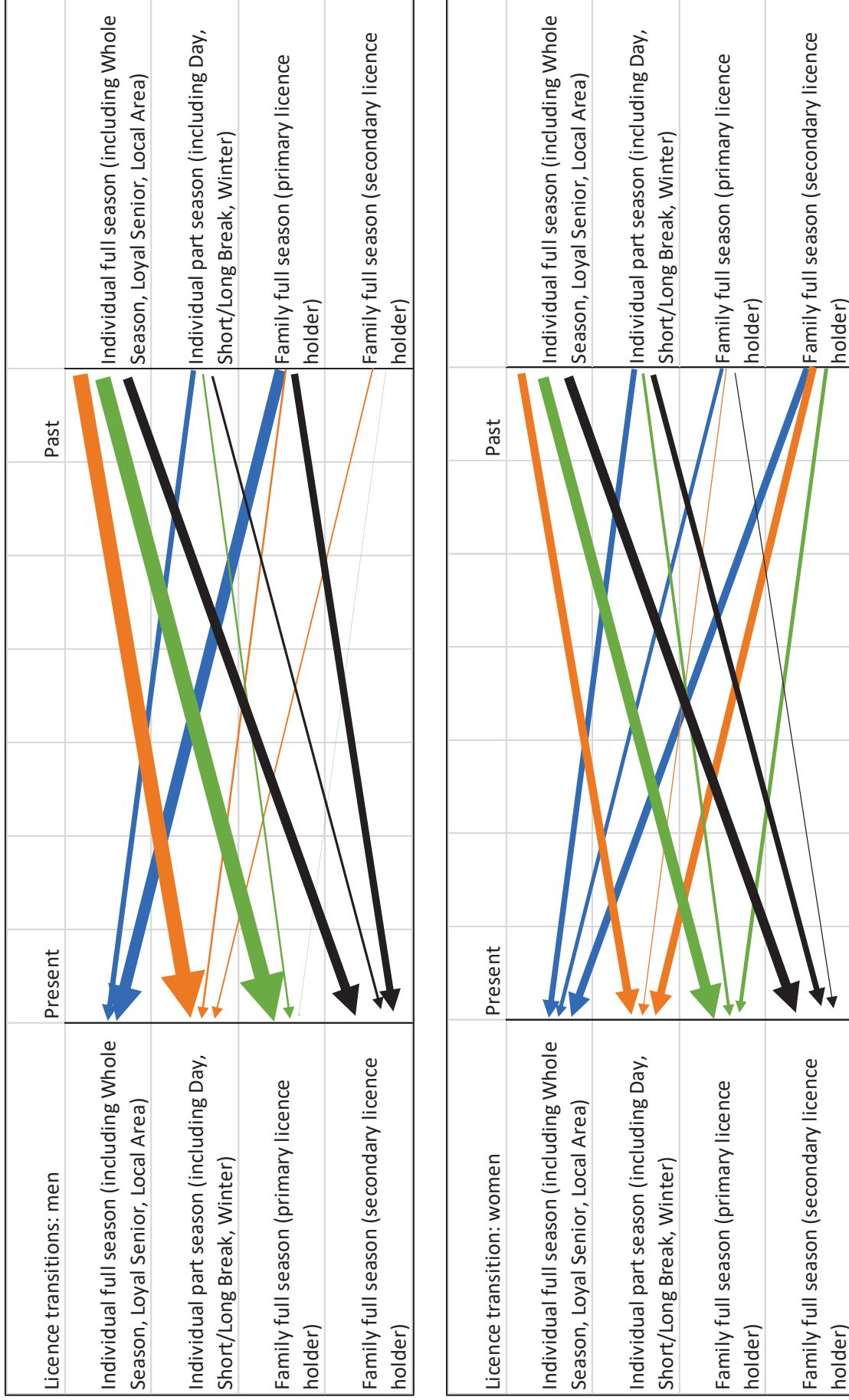


Figure 4-5: Licence purchasing behaviour over time.

Looking at the samples as a whole (**Figure 4-5**), certain changes in licence purchasing behaviour appeared less prevalent among women compared to men anglers, and vice versa. Some notable differences in this regard included:

- changing from being the primary holder of a family licence to an individual full season licence holder was proportionally less prevalent among women compared to men,
- changing from being an individual full season licence holder to the primary holder of a family licence was proportionally less prevalent among women compared to men,
- changing from being the secondary holder of a family licence to either an individual full or part season licence holder was proportionally more prevalent among women compared to men.

This final point suggests that there is a good proportion of women anglers who, over time, convert from a family licence to some form of individual licence. From the perspective of women angler retention, this is encouraging as it may indicate that, for some, family fishing acts a precursor to women 'going it alone'. It may also be the case that once their children have grown up, women anglers simply have more time to dedicate to fishing at an individual level. Again, the interviews conducted as part of this research shed some light on why women anglers in this study had changed their licence purchasing behaviour over time (see Chapter 5).

4.3 Socialisation

In terms of socialization, women anglers were asked to identify the people who had first introduced them to freshwater fishing. As the figure below illustrates (**Figure 4-6**), fathers, along with spouses or partners, appeared to play a key socializing role. Spouses/partners played a key role in particular for women anglers in strata 4 (family, secondary). Male friends also played a role, albeit to a much lesser extent, in each of the strata.

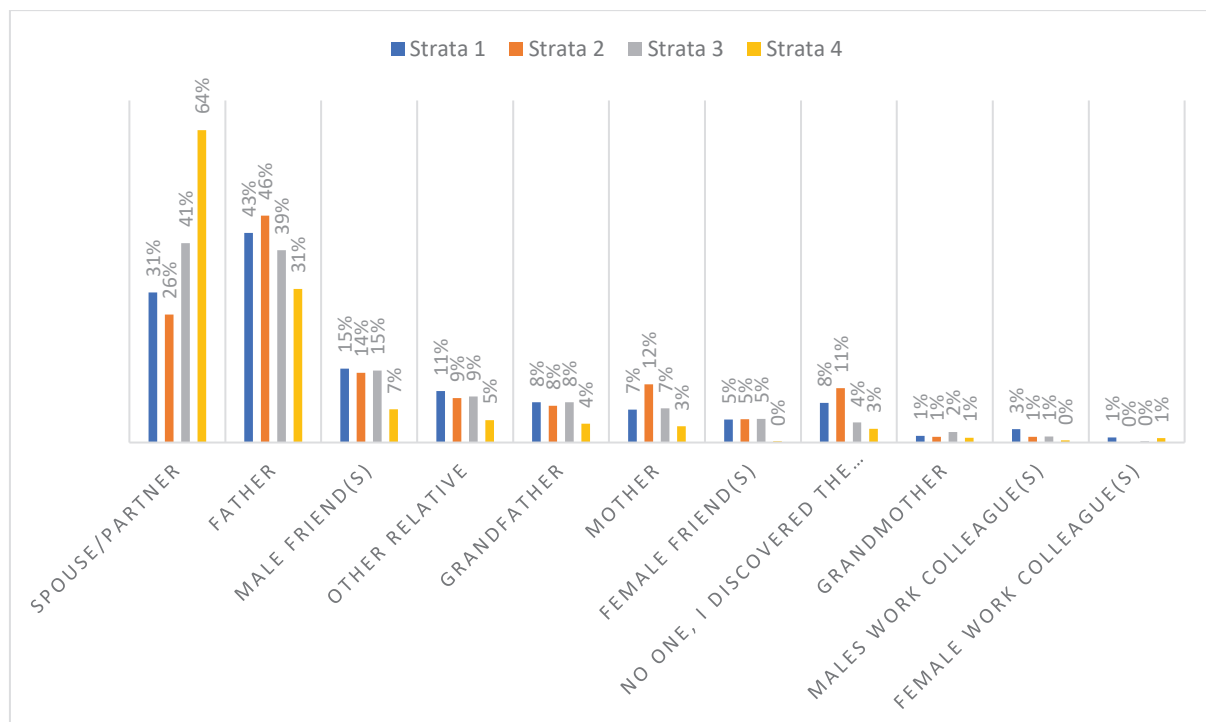


Figure 4-6: Introduction to freshwater fishing

Added to this, for most strata 'other relatives' also appeared to play a reasonably important role in introducing women anglers to freshwater fishing. For the most part, these other relatives were men,

predominantly brothers and uncles. Taken together, these findings suggest that the influence of male family members and friends is strong when it comes to introducing women to freshwater fishing. This, of course, is unsurprising given that men have historically always been overrepresented in angler statistics (e.g., Unwin, 2016). One interesting point to note, however, is that mothers appeared to play a comparatively larger role for women anglers in strata 2 (family, primary). This suggests, perhaps, that some level of intergenerational transmission may occur between mothers and daughters as part of family fishing activities.

We were also interested in better understanding the extent to which the women anglers surveyed had socialised other women and/or girls into freshwater fishing. As **Table 4-4** below highlights, the majority of participants in stratas 1 (individual, full season) and 2 (family, primary) had played a role in introducing other women and/or girls into freshwater fishing. Similarly, almost half the participants in the other two strata had done the same.

Table 4-4: Proportion of women anglers introducing other women/girls to freshwater fishing

	Strata 1 individual, full season		Strata 2 family, primary		Strata 3 individual, part season		Strata 4 family, secondary	
	n	%	n	%	n	%	n	%
No	322	49%	97	39%	223	54%	557	51%
Yes	331	51%	153	61%	190	46%	544	49%
Total	653	100%	250	100%	413	100%	1101	100%

Of those who the women anglers surveyed had introduced to freshwater fishing by, most, as **Figure 4-7** below shows, were friend(s) and/or daughter(s). Individual full or part season licence holders (stratas 1 and 3) appeared more likely to introduce their friend(s), whereas holders of a family licence (stratas 2 and 4) appeared more likely to introduce their daughter(s). This is perhaps unsurprising given the nature of the different licences.

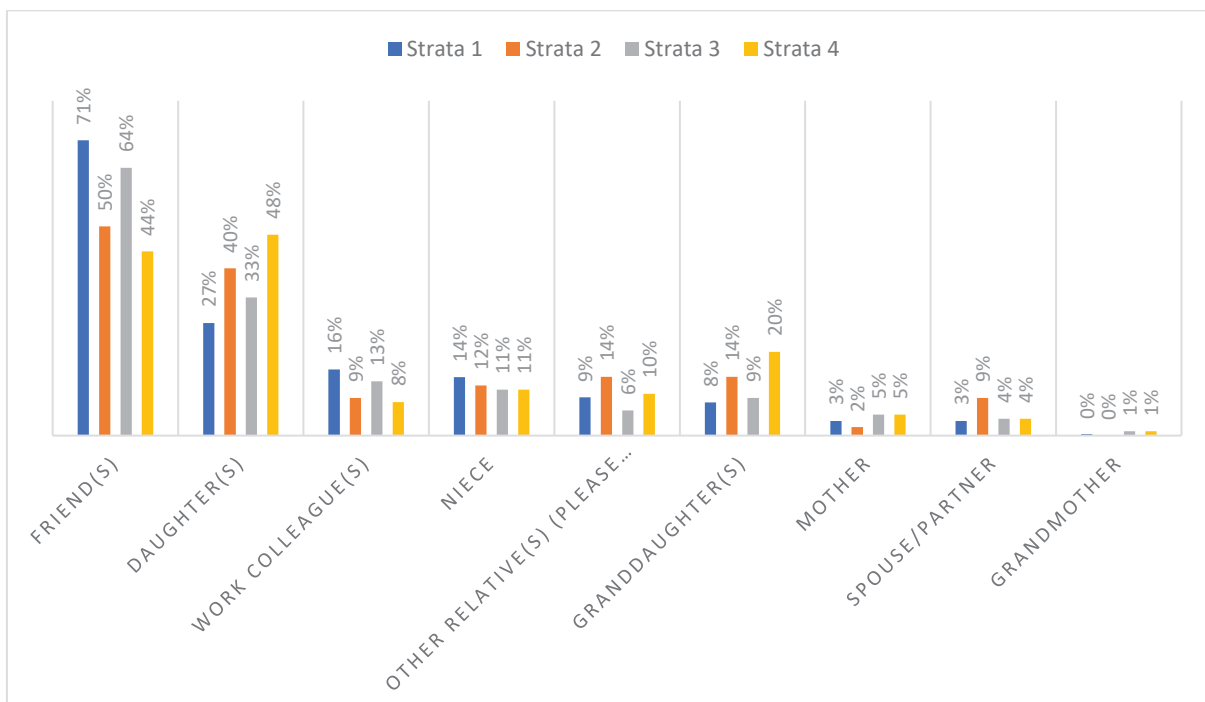
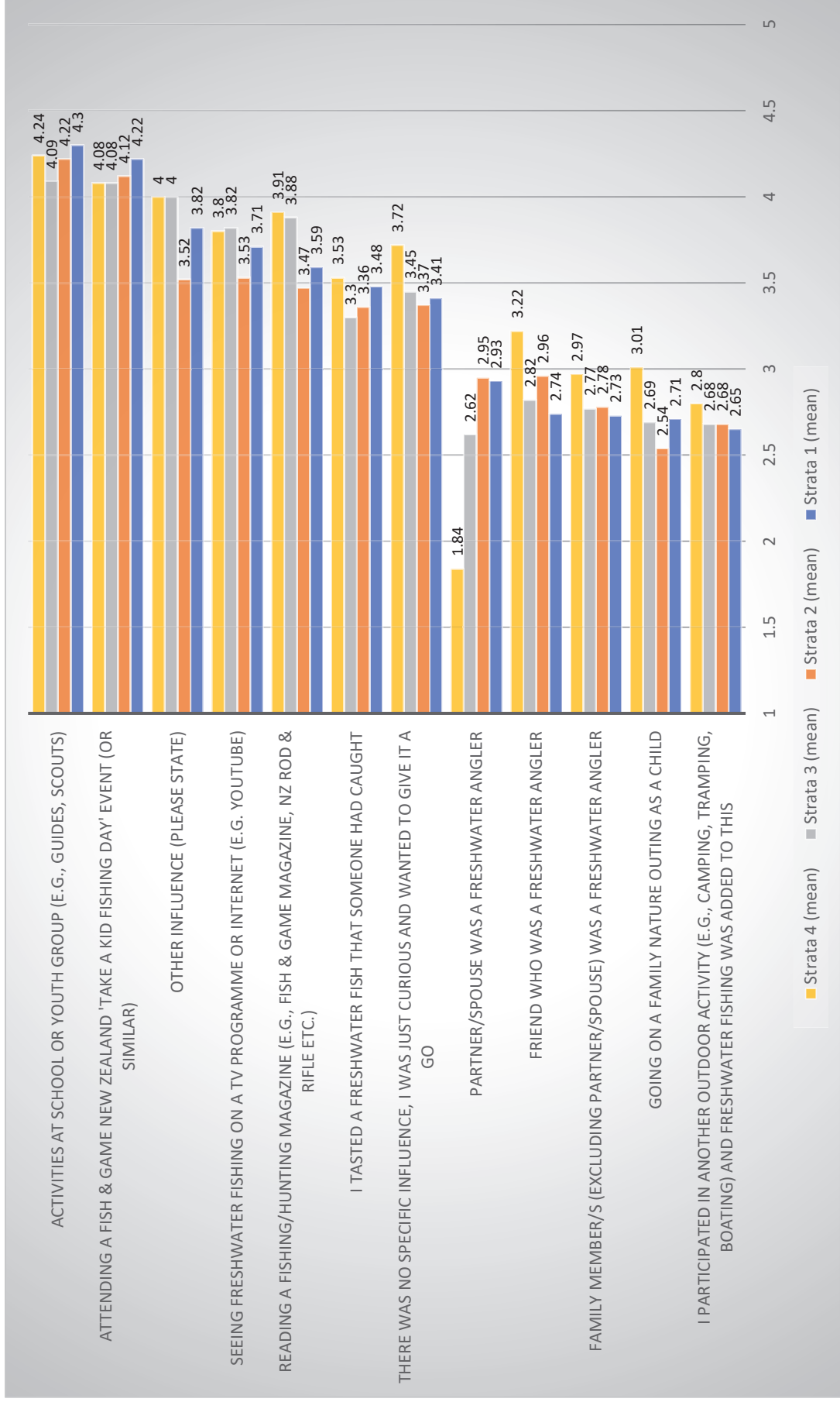


Figure 4-7: Socialisation of other women/girls into freshwater fishing by women anglers surveyed. (Note: 'Other relatives' mostly comprised sisters (in-law), daughters-in-law, and cousins).

In the context of the R3 model, the high proportions of women introducing other women and girls to freshwater fishing can be seen as a positive in terms of the potential for future recruitment. Importantly, too, these findings also point again to some degree of intergenerational socialisation in the context of freshwater fishing. Please note, comparative data for men is not available.

In addition to understanding who had introduced women anglers to freshwater fishing, we also wanted to find out the extent to which family and/or friends and other life events had influenced women's decision to take up fishing. Here, women anglers were presented with of a range of potential influences and were encouraged to rate how important each had been. As **Figure 4-8** shows, being introduced to fishing by family and/or friends and/or experiencing fishing as part of an outdoor trip, appeared to be the most important influences overall for the women anglers in this study. Again, then, the influence of family and friends seems critical when it comes to socialising women into freshwater fishing, more so generally than specific events such as school activities and 'Take a Kid Fishing' days.



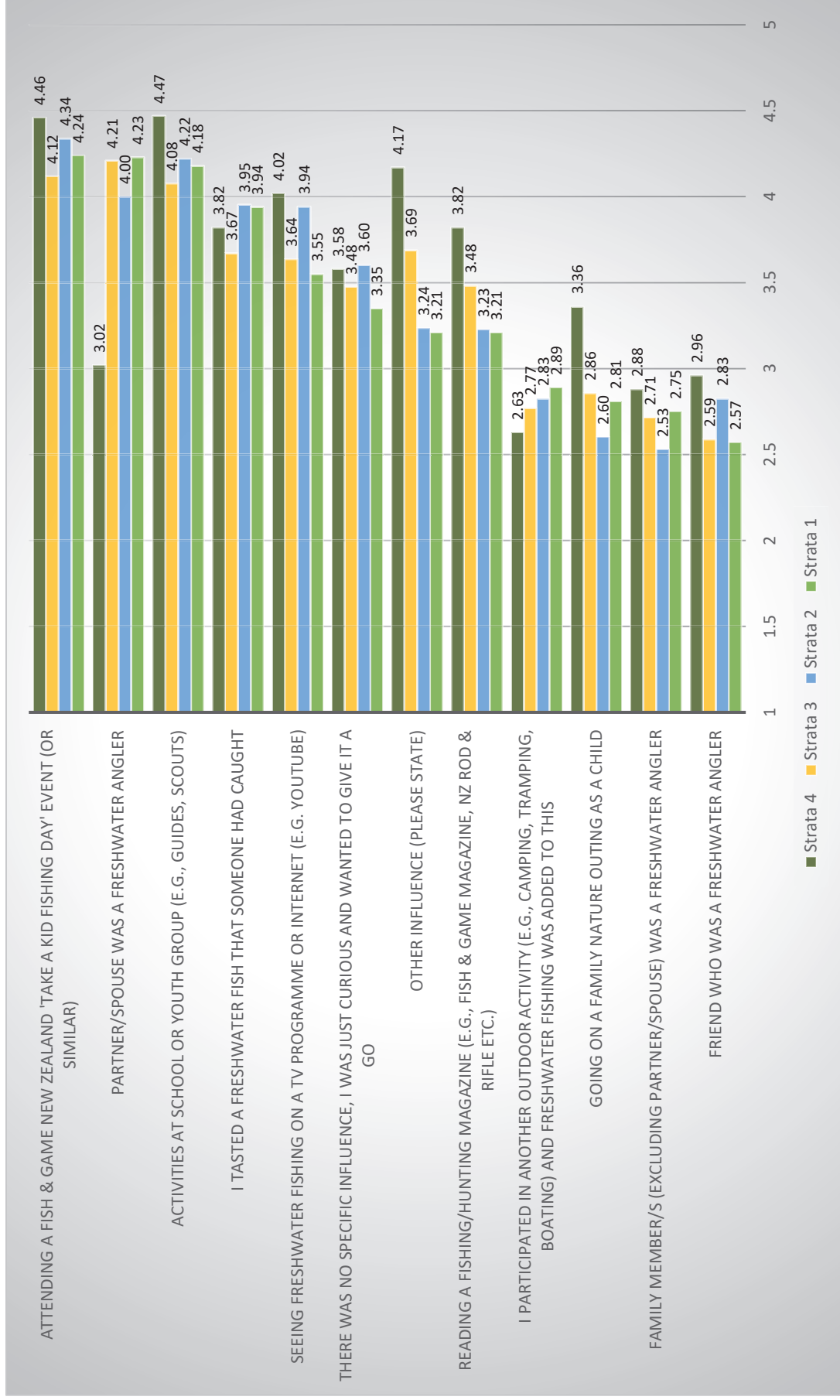
(Note: 5-point Likert, 1 = Extremely important, 2 = Very important, 3 = Moderately important, 4 = Slightly important, 5 = Not at all important)

Figure 4-8: Early influences on women anglers

In terms of any key differences between the strata, of note was the comparatively more important role of a partner/spouse for the women anglers in strata 4 (family, secondary).

In terms of 'other influences', qualitative content analysis highlighted six themes, many of which speak to an overlap between early influences and potentially ongoing motivations. In order of importance, these themes were '**Family/friend influences** (including to spend time with friends/family)', '**To be outside and fish in and with nature**' (e.g., *Love the rivers scenery and the fishing*), '**Access and convenience**' (e.g., *Moved in next to the river*), '**Influenced by joining a club, course, and/or a guided trip**' (e.g., *I watched anglers on a river 1 day and then saw a night class being held so thought I'd give it a go*), '**Fish as a food source** (e.g., *To be able to catch protein natural fresh food*), and '**Fishing seen as supporting mental health and general well-being**' (e.g., *Was using fly fishing as a way to cope with grief, and now fly fishing is my life*).

When compared with men anglers (see **Figure 4-9**), partners/spouses appeared to be generally much more influential for women anglers. One likely cause of this difference is that, proportionally, women anglers tend to typically spend more time fishing with a partner/spouse than men anglers (see for example **Figures 4-16 and 4-17**).



(Note: 5-point Likert, 1 = Extremely important, 2 = Very important, 3 = Moderately important, 4 = Slightly important, 5 = Not at all important)

Figure 4-9: Early influences on men anglers

For men anglers, friends and other relatives appeared to be important early influences. As with women anglers, such influences appeared to play a much more important role than events such as 'Take a Kid Fishing' days. We need to bear in mind, however, that as these recruitment events are a relatively recent innovation by FGZ, their flow-on impact as an important influence for taking up fishing will not yet be apparent within this survey cohort- but may be observable in years to come as new young women and men anglers take up the sport.

4.4 Angler profile – a snapshot of current participation and behaviour

The previous sub-section explored who, and what life events, had played a role in influencing women to take up freshwater fishing. In this sub-section, attention turns to how women anglers participate in freshwater fishing. In particular, the following questions are addressed: What methods do women anglers use? Where, and how often, in a season do women anglers fish, and with whom? How do women anglers rate their skill level?

4.4.1 Methods

As can be seen in **Figure 4-10**, shore-based spin fishing and, to a lesser extent, fishing from a boat appeared to be the most popular fishing methods used by women anglers. Over half of the women anglers in each of strata 1 (individual, full season), 2 (family, primary), and 4 (family, secondary) indicated that in a typical season they always or mostly participated in shore-based spin fishing. This method of fishing was slightly less popular for women in strata 3 (individual, part season). With the slight exception of women anglers in strata 1 (individual, full season), flyfishing was the least used method.

Similarly, shore-based spin fishing was also popular among the men anglers (see **Figure 4-11**), but to a slightly lesser extent than women anglers. The most notable difference between men and women anglers related to flyfishing. Except for those in strata 3 (individual, part season), around twice as many men as women in all other strata indicated that they always or mostly went flyfishing in a typical season.



Figure 4-10: Methods – women anglers



Figure 4-11: Methods - men anglers

4.4.2 Water types

In addition to exploring the methods used by anglers, the survey also identified the extent to which different water types are fished (see **Figure 4-12**). For the women anglers in the study, lakes were the most regularly fished water type, with between 45-56% of anglers across all strata claiming to always or mostly fish lakes in a typical season. Lakes were especially popular among family licence holders (primary and secondary licence holders). Large lowland rivers also appeared to be popular, particularly for those women in strata 1 (individual, full season). The remaining water types, but in particular high country/remote rivers, were found in general to be far less frequented by women anglers. Women anglers in strata 1 (individual, full season licence) fished high country/remote rivers more regularly than those in the other three strata.

Based on this study, there appears to be little difference between women and men when it comes to how regularly different water types are fished. This can be seen by comparing **Figures 4-12 and 4-13**. One interesting difference, however, is that more women than men, proportionally, regularly fished canals. This was especially true for primary holders of a family licence (strata 2).

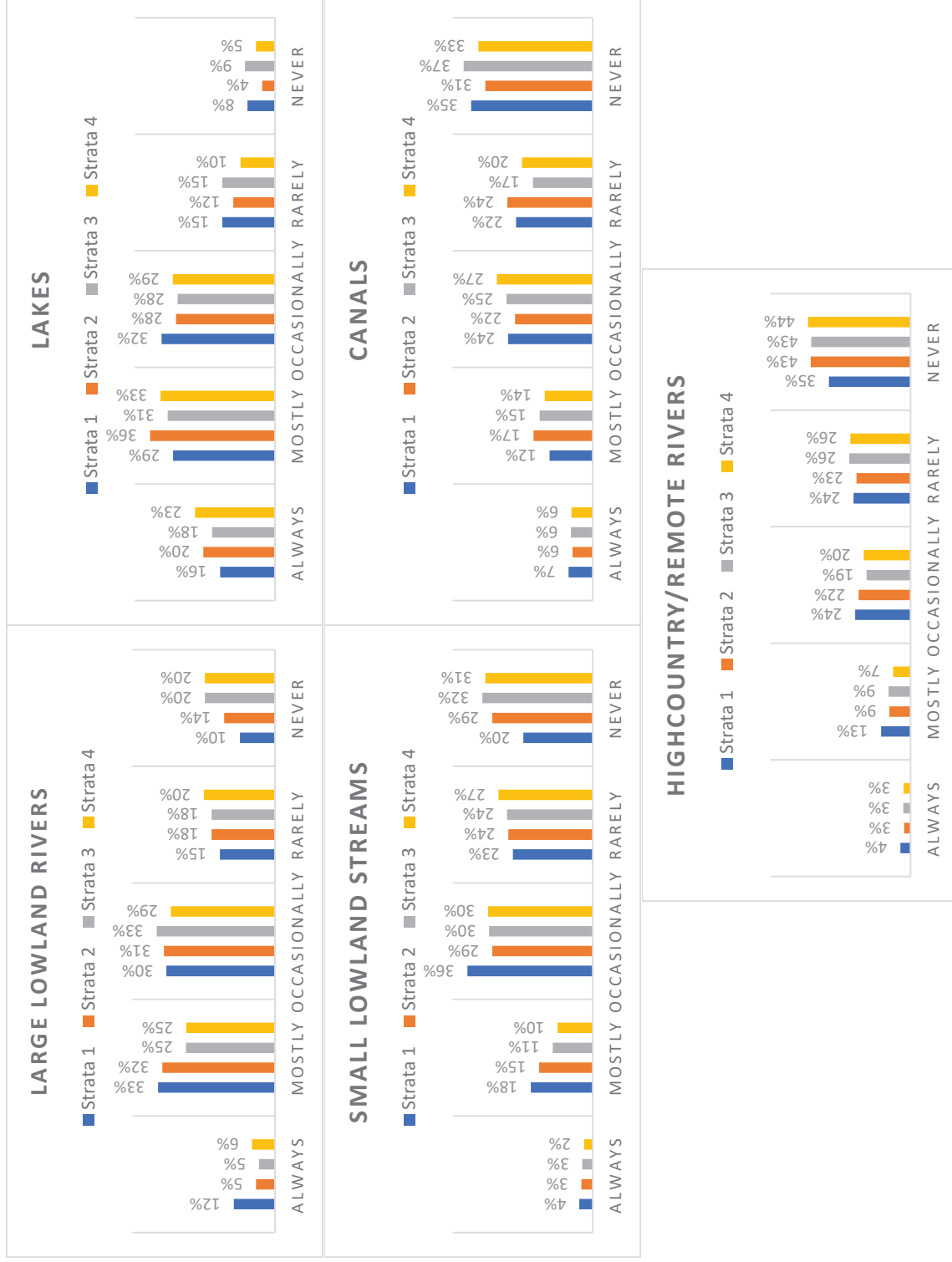


Figure 4-12: Water types - women anglers

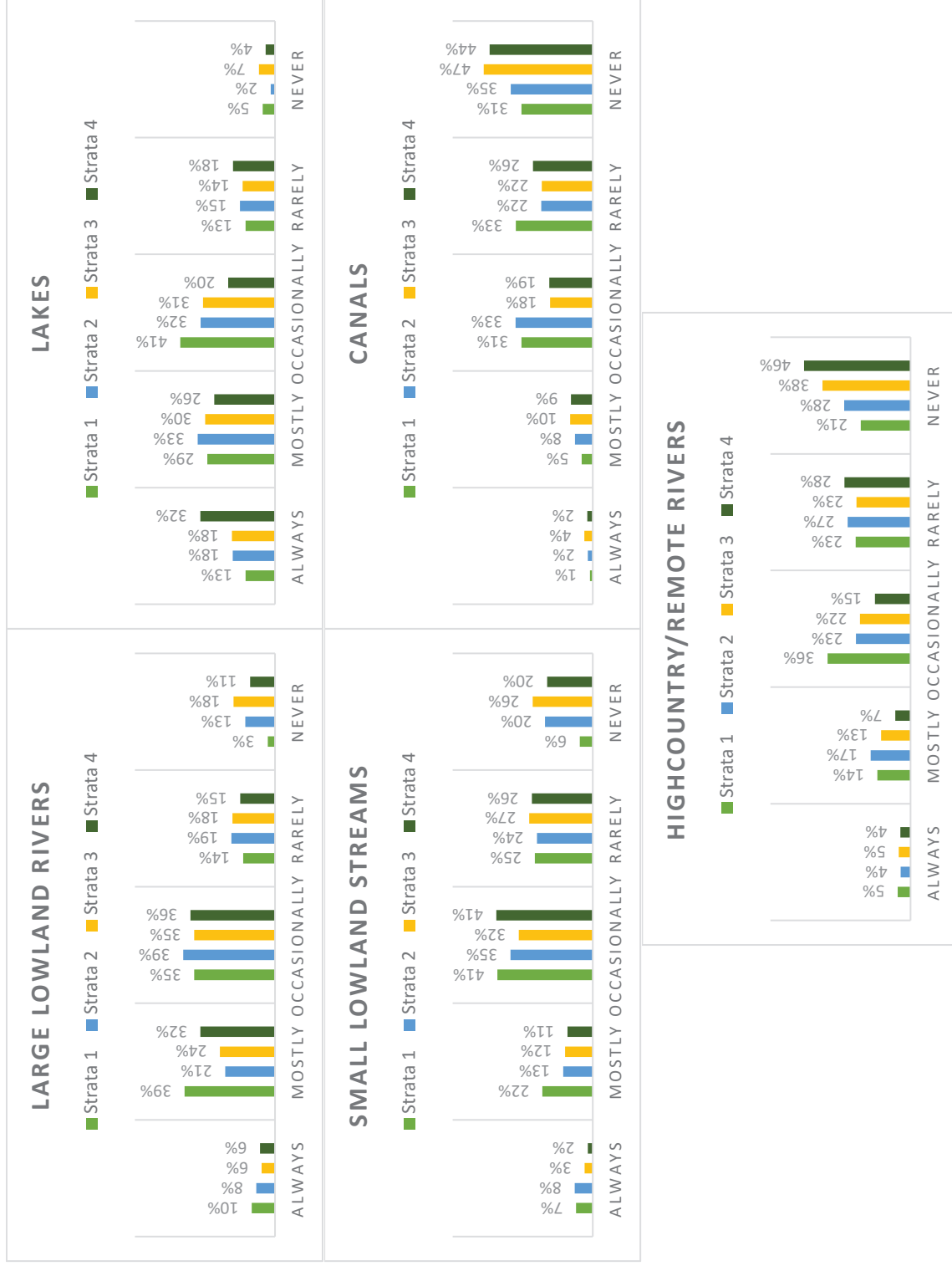


Figure 4-13: Water types - men anglers

4.4.3 Skill level

Whilst there were strong similarities between women and men anglers in respect to the types of water most regularly fished, a different story emerged when anglers were asked to rate their current skill level. As **Figures 4-14 and 4-15** below highlight, women anglers, overall, viewed themselves as being less skilled than men. This was true across all strata, except for those in strata 4 (family, secondary). Note, however, that while this may in part reflect the greater number of years spent fishing on average by men compared to women in this study, in comparison to men, women tend to underestimate their skill levels in outdoor recreation. This has been observed, for example, in skiing (Sulheim et al., 2007), rock-climbing (Draper et al., 2011) and mountain biking (Siebert et al., 2022).

Looking more closely just at women anglers (**Figure 4-14**), there were some notable differences between the strata. In particular, a comparatively higher proportion of women anglers in strata 3 (individual, part season) rated themselves as novice. Moreover, 52% of women anglers in strata 3 (individual, part season) rated themselves as intermediate or proficient, compared with around 62-66% of women anglers in the other three strata. Strata 2 (family, primary) contained the largest proportion of women anglers rating themselves as proficient or highly proficient (37%). Overall, though, very few women anglers, regardless of strata, viewed themselves as highly proficient.

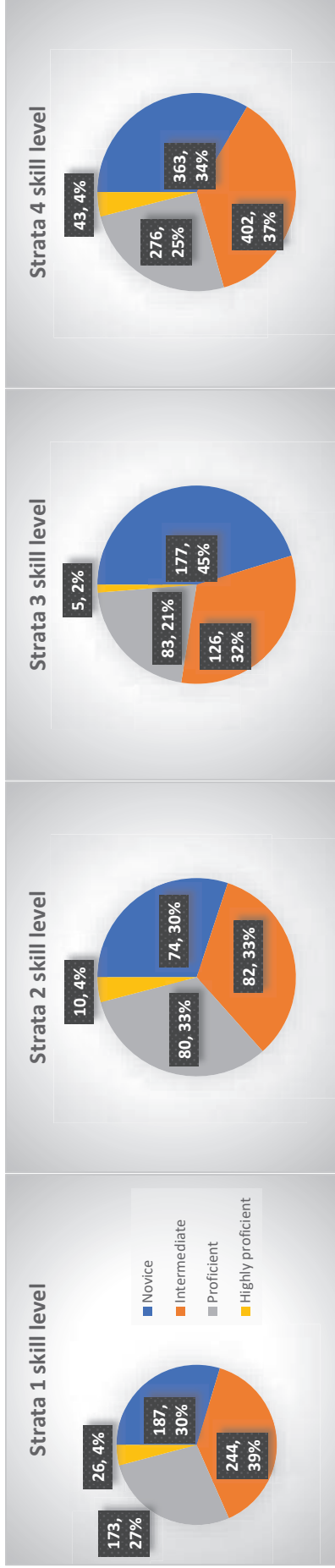


Figure 4-14: Skill level - women anglers

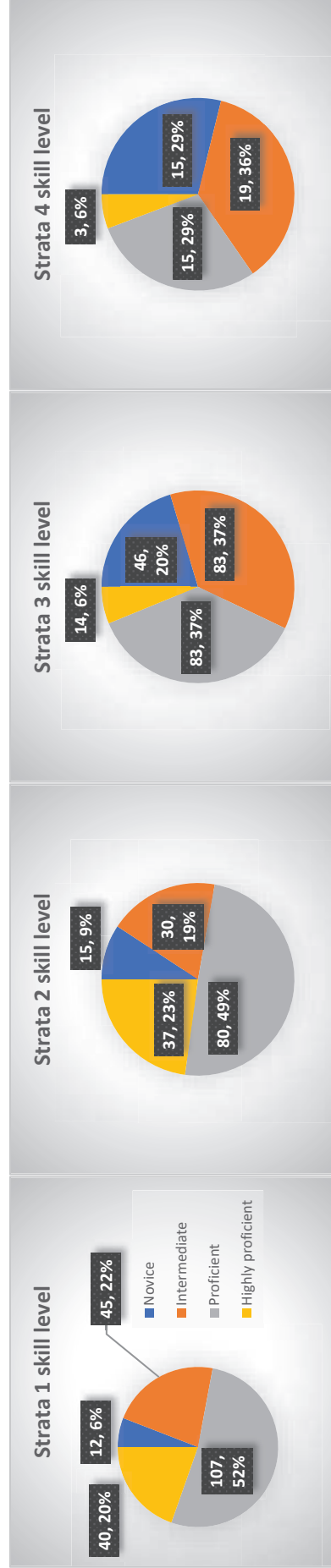


Figure 4-15: Skill level - men anglers

4.4.4 Angling effort

Anglers were also asked to indicate the number of days, on average, they would spend freshwater fishing in a season/year. As **Table 4-5** shows, women anglers on average spent slightly less time fishing than men. The exception was for those anglers in strata 4 (family, secondary) who, on average, spent the same amount of time.

Table 4-5: Angling effort

	Average effort per angler (approx. days per year/season)	
	Women	Men
Strata 1	23	30
Strata 2	19	26
Strata 3	11	16
Strata 4	16	16

Looking just at women anglers, those in strata 1 (individual, full season) fished the most whilst those in strata 3 (individual, part season) fished the least. Secondary holders of a family licence spent almost as much time fishing (16 days per season/year) as primary licence holders (19 days per season/year). In contrast, men who were the primary holders of a family licence spent 10 days more on average fishing compared to secondary licence holders.

4.4.5 Angling group composition

Anglers were also asked about who they fished with, and to what extent, during a typical season. Based on **Figures 4-16 and 4-17**, women anglers in all four strata appeared to fish most often with a partner or spouse. This was particularly true for women anglers in strata 4 (family, secondary), with 82% of the sample indicating that they always or mostly fished with a partner or spouse. The proportion of women anglers fishing with a partner/spouse *and* child(ren) was also generally higher among those in strata 4 (family, secondary), but only slightly more so than for women anglers in strata 2 (family, primary). Compared with those in strata's 1 and 3 (individual licence holders), the higher proportions of women fishing with immediate family members in strata's 2 and 4 is unsurprising given the nature of the family licence. In contrast, women anglers in strata 1 (individual, full season) were found to spend proportionally more time fishing alone or with friends than women anglers in other strata.

The picture for men anglers was a little different. Overall, and in some contrast to women, men anglers in stratas 1 and 3 (individual licence holders) appeared to fish most often alone or with friends. Like the women anglers, however, a reasonably high proportion of men holding a family licence (stratas 2 and 4), and in particular secondary licence holders (strata 4), did appear to spend quite a lot of time fishing with a partner or spouse. In the case of men anglers in strata 4 (family, secondary), a fair proportion also spent a lot of their time fishing with a partner/spouse and child(ren).

Looking at the sample of women and men anglers as whole, one point that is potentially important to make relates to the amount of time spent by anglers fishing with just their child(ren). Across the sample, it would appear in general that only a small proportion of anglers had spent most of their time fishing with their child(ren). Whilst there will undoubtedly be a variety of reasons for this (e.g., age of children, lack of interest, etc.), it does raise a question mark concerning the ongoing integration of future generations into freshwater fishing.

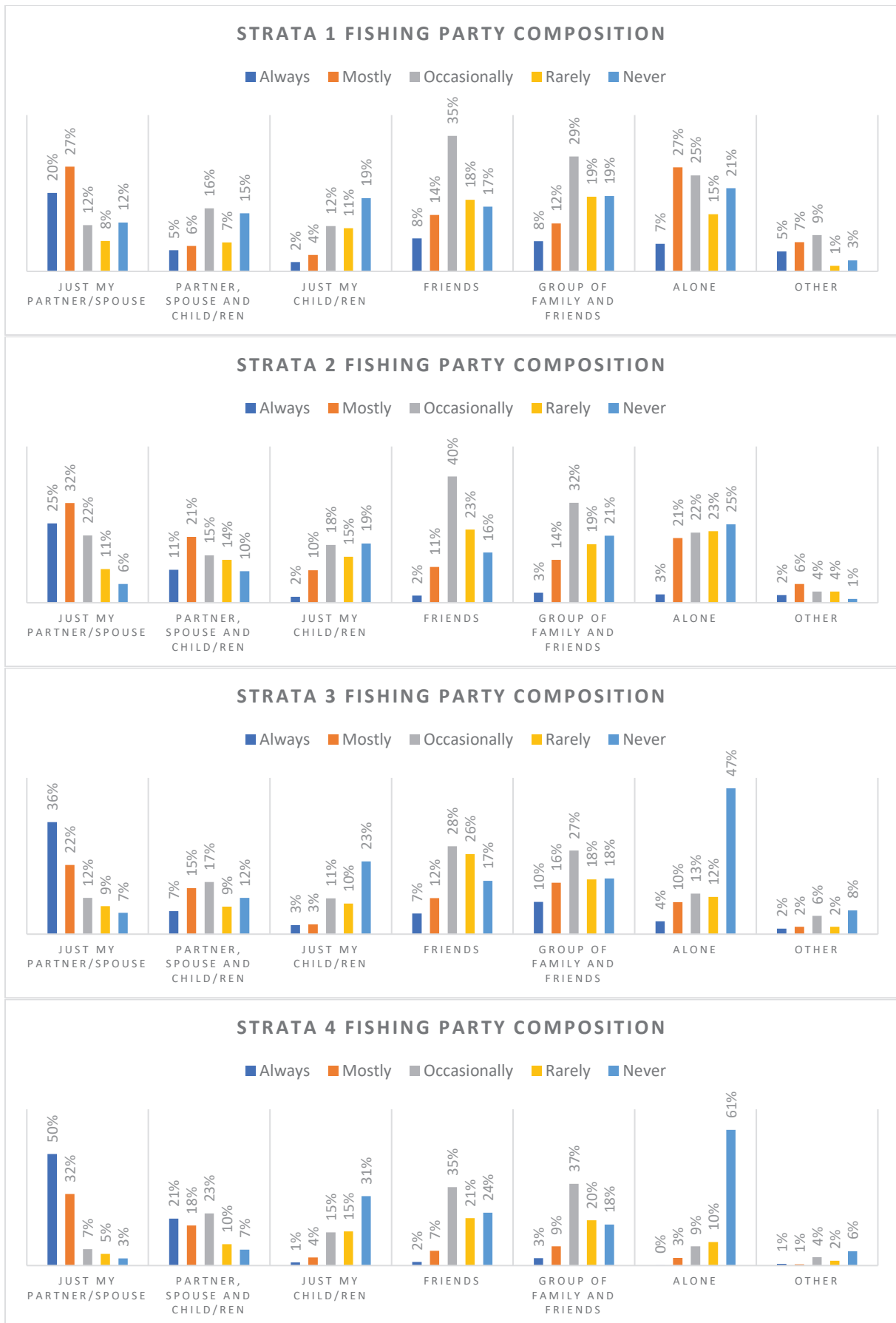


Figure 4-16: Fishing party composition - women anglers

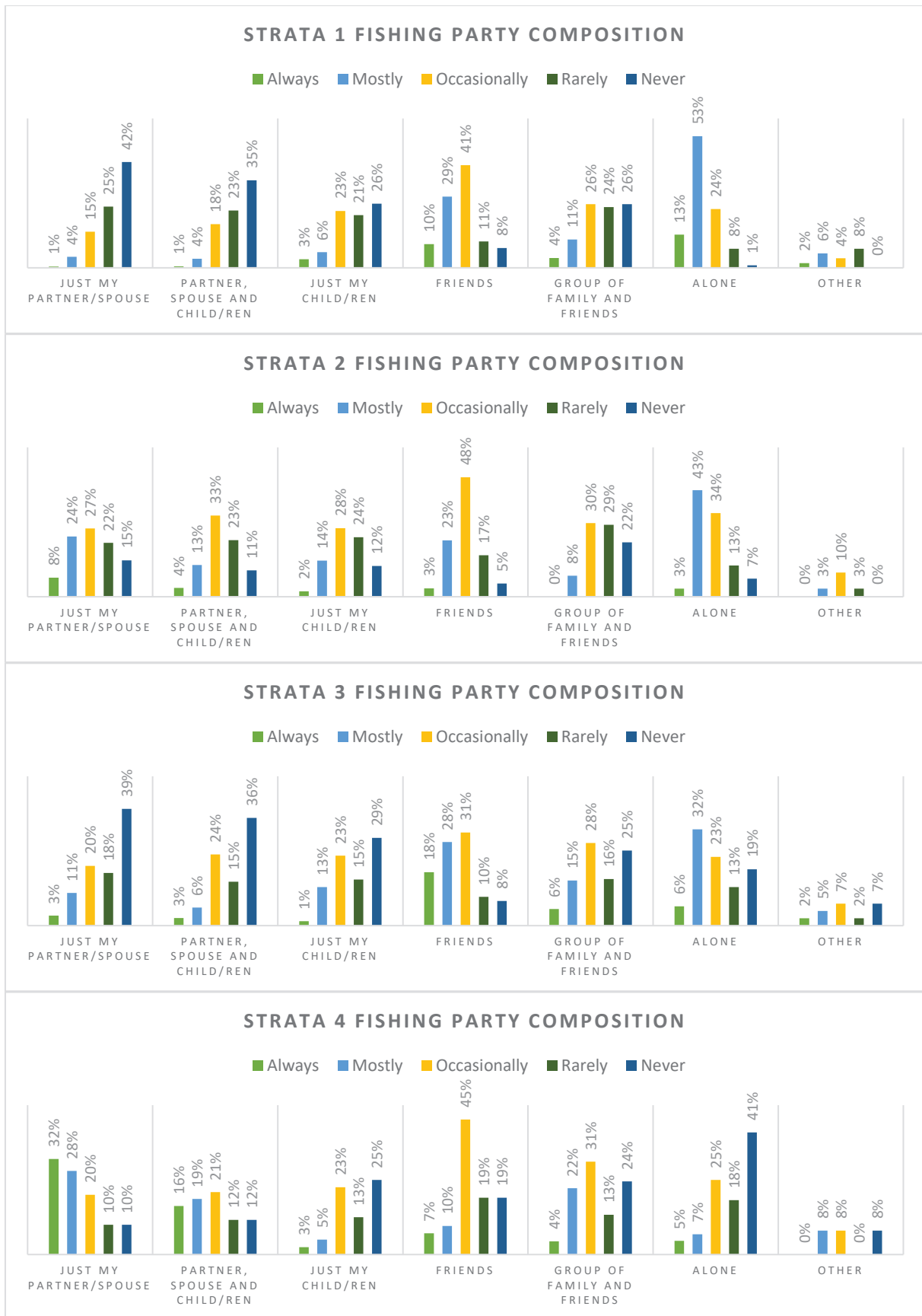


Figure 4-17: Fishing party composition - men anglers

(Note: In Figures 4-16 and 4-17, totals for each option (e.g., 'Just my partner/spouse', 'Friends' etc.) do not amount to 100%. Anglers also had the option to select 'Not applicable' and this data has been omitted).

4.4.6 Guide use

The vast majority of women anglers had not used a commercial or professional guide before. This was the same for men anglers, although it should be noted that across all the strata a slightly higher proportion of men, as compared to women, had used a guide. This was especially evident for anglers in strata 3 (individual, part season). Descriptive findings on guide use are presented below in **Table 4-6**.

Table 4-6: Guide use

	Strata 1		Strata 2		Strata 3		Strata 4	
Women	n	%	n	%	n	%	n	%
No	532	84%	199	81%	326	83%	958	88%
Yes	98	16%	48	19%	66	17%	127	12%
Total	630	100%	247	100%	392	100%	1085	100%
Men								
No	162	79%	125	77%	163	72%	44	85%
Yes	42	21%	38	23%	63	28%	8	15%
Total	204	100%	163	100%	226	100%	52	100%

4.4.7 Geographic regions fished by women anglers

Women anglers (only) were also asked to identify the regions where they had previously fished. The descriptive findings are presented in the tables below (**Tables 4-7 – 4-10**). Across all strata, South Island regions tended to be fished the most, especially the Central South Island region.

Table 4-7: Regions fished by strata 1 women anglers.

Region most regularly fished			Other regions fished		
	n	%		n	%
Central South Island	129	22%	Central South Island	219	42%
Otago	121	20%	Otago	185	35%
Eastern	68	11%	Southland	152	29%
Southland	63	11%	West Coast	123	24%
North Canterbury	52	9%	North Canterbury	110	21%
Taupo	43	7%	Nelson/Marlborough	106	20%
Nelson/Marlborough	32	5%	Taupo	105	20%
Wellington	29	5%	Auckland/Waikato	70	13%
Auckland/Waikato	21	4%	Hawkes Bay	55	11%
West Coast	21	4%	Eastern	53	10%
Hawkes Bay	11	2%	Wellington	47	9%
Taranaki	6	1%	Taranaki	29	6%
			Northland	17	3%

As can be seen in **Table 4-7** above, over 40% of women anglers in strata 1 (individual, full season) had regularly fished either in the Central South Island or Otago region. For those who had regularly fished other regions (e.g., Eastern, Southland, etc.), the Central South Island and Otago remained a popular

'other' region to fish. A very similar picture emerged for women anglers in strata 2 (family, primary) and 4 (family, secondary) (**Table 4-8** and **4-10** below).

Table 4-8: Regions fished by strata 2 women anglers.

Region most regularly fished			Other regions fished		
	n	%		n	%
Central South Island	61	27%	Central South Island	81	41%
Otago	49	22%	Otago	81	41%
Eastern	31	14%	Southland	55	28%
Southland	27	12%	North Canterbury	47	24%
Nelson/Marlborough	15	7%	Taupo	40	20%
Taupo	12	5%	West Coast	39	20%
North Canterbury	9	4%	Nelson/Marlborough	35	18%
Auckland/Waikato	8	4%	Eastern	25	13%
Hawkes Bay	5	2%	Auckland/Waikato	16	8%
Wellington	5	2%	Hawkes Bay	15	8%
West Coast	4	2%	Wellington	12	6%
Taranaki	1	0%	Taranaki	9	5%
			Northland	2	1%

For women anglers in strata 3, a similar picture emerged once again, with the Central South Island region especially popular (see **Table 4-9**). One notable difference, however, is that a comparatively larger proportion of anglers in strata 3 had regularly fished Taupo.

Table 4-9: Regions fished by strata 3 women anglers.

Region most regularly fished			Other regions fished		
	n	%		n	%
Central South Island	85	24%	Otago	104	36%
Taupo	51	15%	Central South Island	100	35%
Eastern	50	14%	North Canterbury	58	20%
Otago	49	14%	Southland	50	17%
North Canterbury	25	7%	West Coast	45	16%
Southland	25	7%	Taupo	44	15%
Nelson/Marlborough	16	5%	Auckland/Waikato	36	12%
Auckland/Waikato	14	4%	Nelson/Marlborough	35	12%
Hawkes Bay	14	4%	Eastern	33	11%
Wellington	7	2%	Hawkes Bay	21	7%
West Coast	7	2%	Northland	12	4%
Taranaki	3	1%	Wellington	9	3%
Northland	2	1%	Taranaki	5	2%

Table 4-10: Regions fished by strata 4 women anglers.

Region most regularly fished			Other regions fished		
	n	%		n	%
Central South Island	232	24%	Central South Island	340	41%
Otago	181	18%	Otago	300	36%
Eastern	167	17%	Southland	220	26%
Southland	103	10%	North Canterbury	184	22%
North Canterbury	70	7%	Taupo	180	22%
Nelson/Marlborough	49	5%	West Coast	164	20%
Taupo	47	5%	Nelson/Marlborough	124	15%
Auckland/Waikato	36	4%	Eastern	84	10%
Hawkes Bay	32	3%	Auckland/Waikato	69	8%
West Coast	30	3%	Hawkes Bay	66	8%
Wellington	24	2%	Wellington	41	5%
Taranaki	10	1%	Taranaki	28	3%
Northland	3	0.3%	Northland	19	2%

Please note that men anglers were not asked about the regions they had fished and, as such, comparative data is not available.

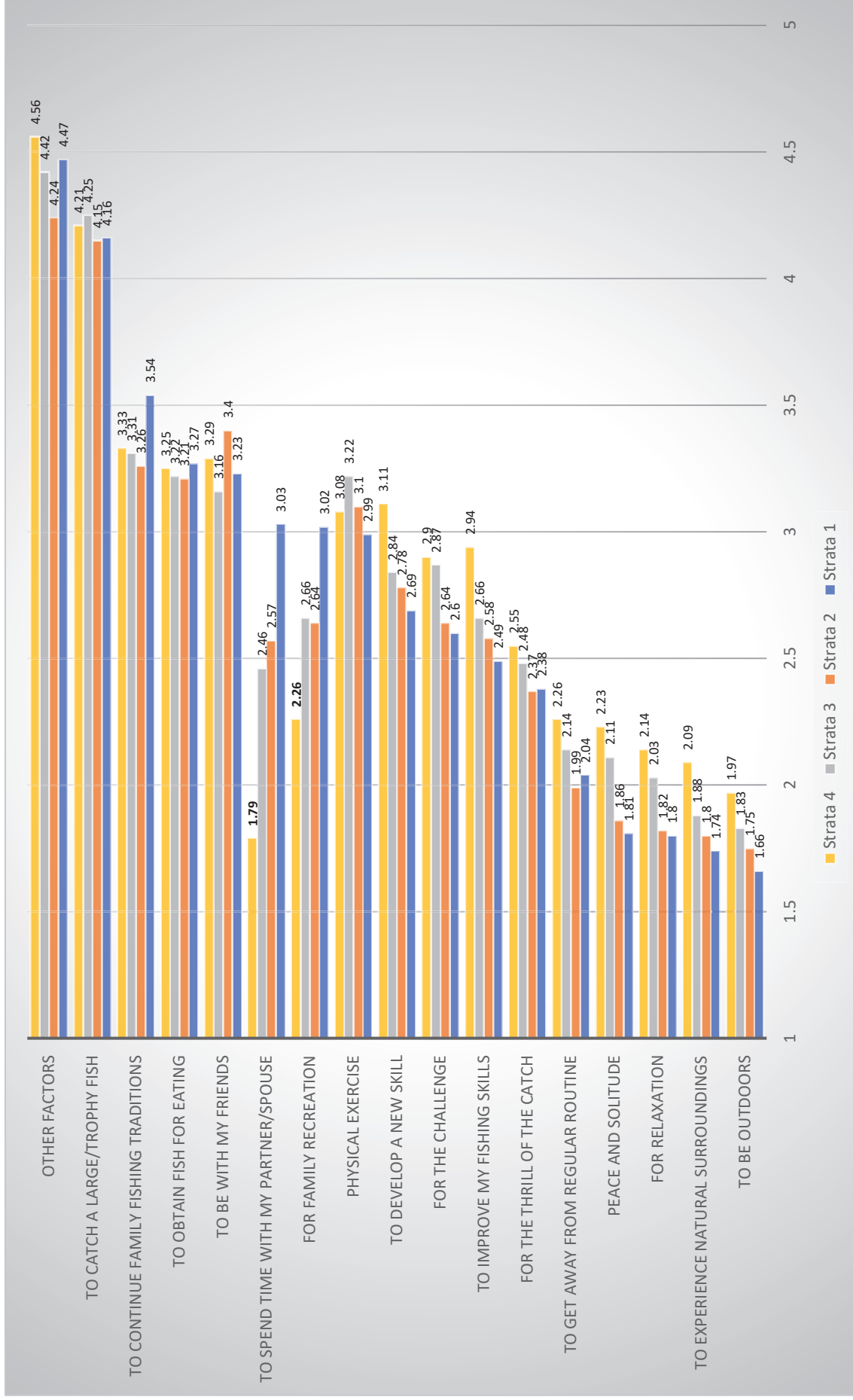
4.5 Motivations

In addition to exploring how, and the context in which, anglers participated in freshwater fishing, the survey was also used to probe angler motivations. From a list of potential motivations/reasons for fishing, anglers were asked to identify how important each was. The mean scores for both women and men anglers can be viewed in the **Figures 4-18 and 4.19** below. Building on that data, several observations were made in relation to each strata.

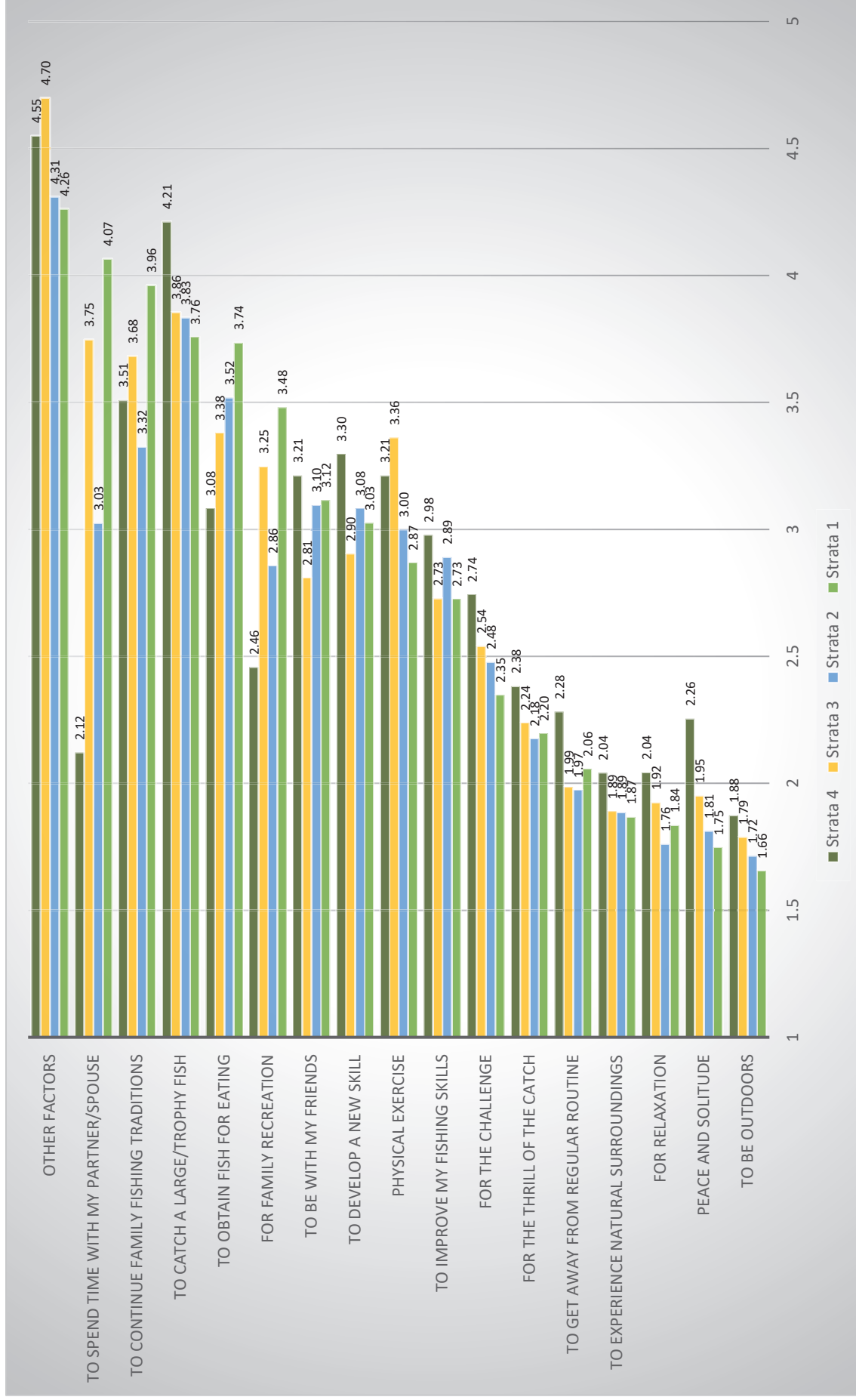
For women anglers in strata 1 (individual, full), the most important reason for fishing was to be outdoors. This was closely followed by a desire to experience natural surroundings, the need for relaxation, and to have peace and solitude. Fishing also provided a very important means to escape regular routines. Of the remaining motivations/reasons for fishing, all were important to some degree, but the thrill of the catch and the desire to improve skills were the most important of these. Men anglers in strata 1 were, overall, comparatively similar in terms of motivations. However, one important distinction to note was that spending time with a partner or spouse appeared to be a much less important factor for men than it was for women.

Like women anglers in strata 1, for women anglers in strata 2 (family, primary) the most important reasons for going fishing were to be outdoors, to experience natural surroundings, for relaxation, peace and solitude, and to get away from regular routines. The thrill of the catch and improving skills were also very important and, in some contrast to women anglers in strata 1 (individual, full), women anglers in strata 2 also saw fishing as an important opportunity to spend time with a partner or spouse. Of the remaining motivations/reasons for fishing, all were important to some, albeit a lesser, degree. As with strata 1, men and women anglers in strata 2 were very alike in terms of their motivations. Again, though, spending time with a partner of spouse was seen as somewhat less important for men anglers in strata 2.

(Note: discussion continues on page 37)



(Note: 5-point Likert, 1 = Extremely important, 2 = Moderately important, 3 = Slightly important, 4 = Not at all important)
 Figure 4-18: Motivations - women anglers



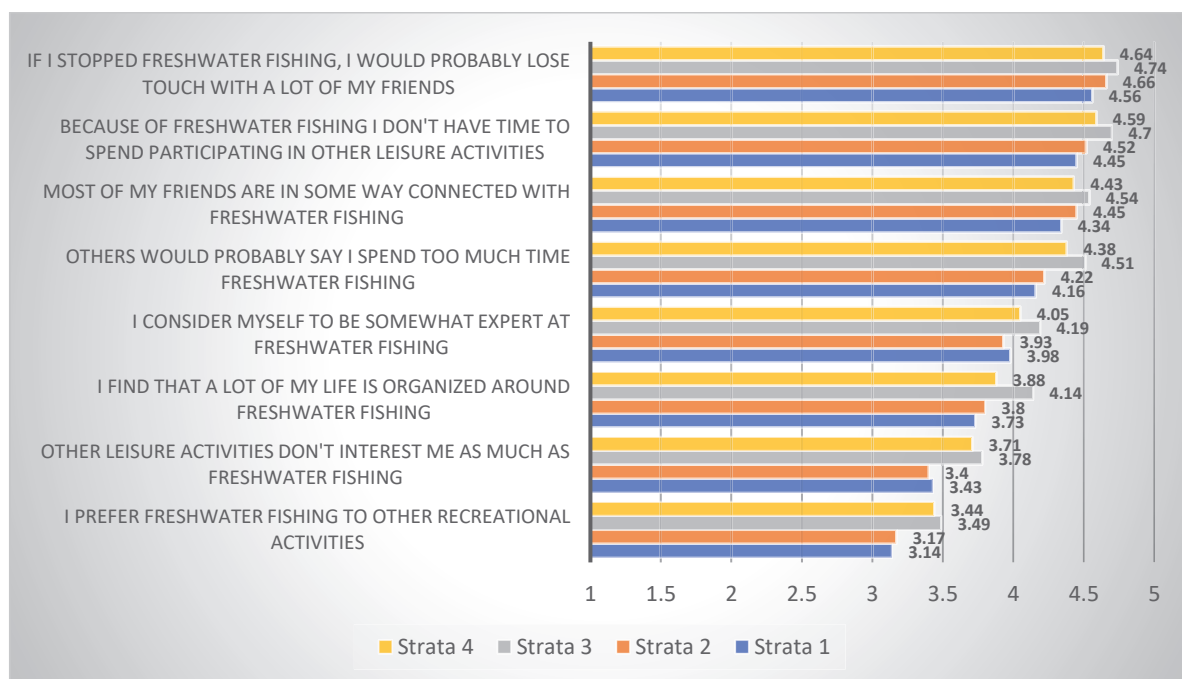
(Note: 5-point Likert, 1 = Extremely important, 2 = Moderately important, 3 = Slightly important, 4 = Not at all important)
 Figure 4-19: Motivations - men anglers

As with women anglers in stratas 1 and 2, women anglers in strata 3 (individual, part season) viewed being outdoors and experiencing natural surroundings as the most important reasons why they went fishing. Similarly, too, relaxation, peace and solitude, escaping routine, and the thrill of the catch were also seen as very important motivators. Just like women anglers in strata 2 (family, primary), but in contrast to those in strata 1 (individual, full), women anglers in strata 3 also viewed fishing as an important chance to spend time with a partner or spouse. Each of the remaining motivations/reasons for fishing were, again, important to some, albeit a lesser, degree. Looking at men anglers in strata 3, there were again many similarities shared with women anglers in terms of motivations, with being outdoors and experiencing natural surroundings seen as the most important reasons for fishing. As observed with stratas 1 and 2, however, spending time with a partner or spouse was also comparatively much less important for men anglers in strata 3.

In sharp contrast to other women anglers, those in strata 4 (family, secondary) viewed spending time with a partner or spouse as the most important reason for fishing. The opportunity for family recreation was also more important for women anglers in strata 4 than it was for those in the other strata. Experiencing natural surroundings, relaxation, peace and solitude, and escaping routine were also seen as very important reasons why women anglers in strata 4 fished. As with other strata, of the remaining motivations/reasons for fishing, all were important to some degree. Similar observations were made among the men anglers in strata 4. For example, like the women anglers in this strata, men also placed a good deal of importance on spending time with a partner or spouse. This contrasted with men anglers in the other strata. Similarly, family recreation was also a more important motivation for men in this strata.

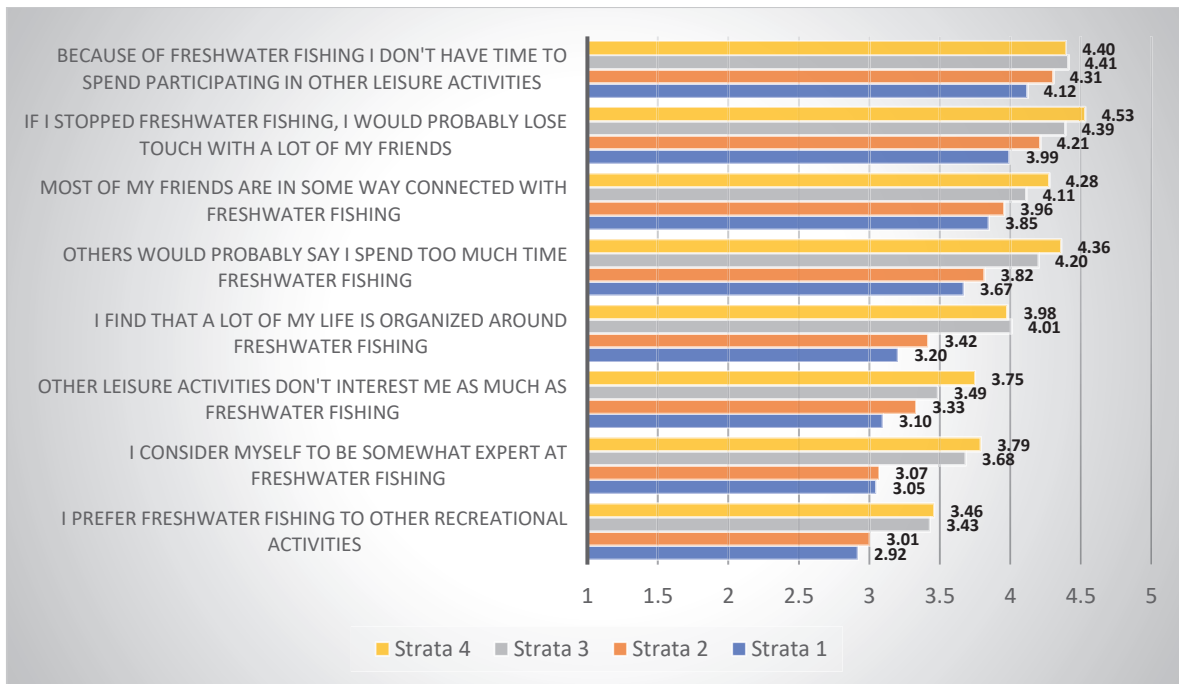
4.6 Centrality

The survey was also used to try and better understand, at a very broad level, centrality-to-lifestyle of angling (i.e., the importance of freshwater fishing to the respondent’s life). Mean scores based on anglers’ level of agreement with a range of statements are presented in **Figures 4-20 and 4-21** below.



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-20: Centrality-to-lifestyle - women anglers



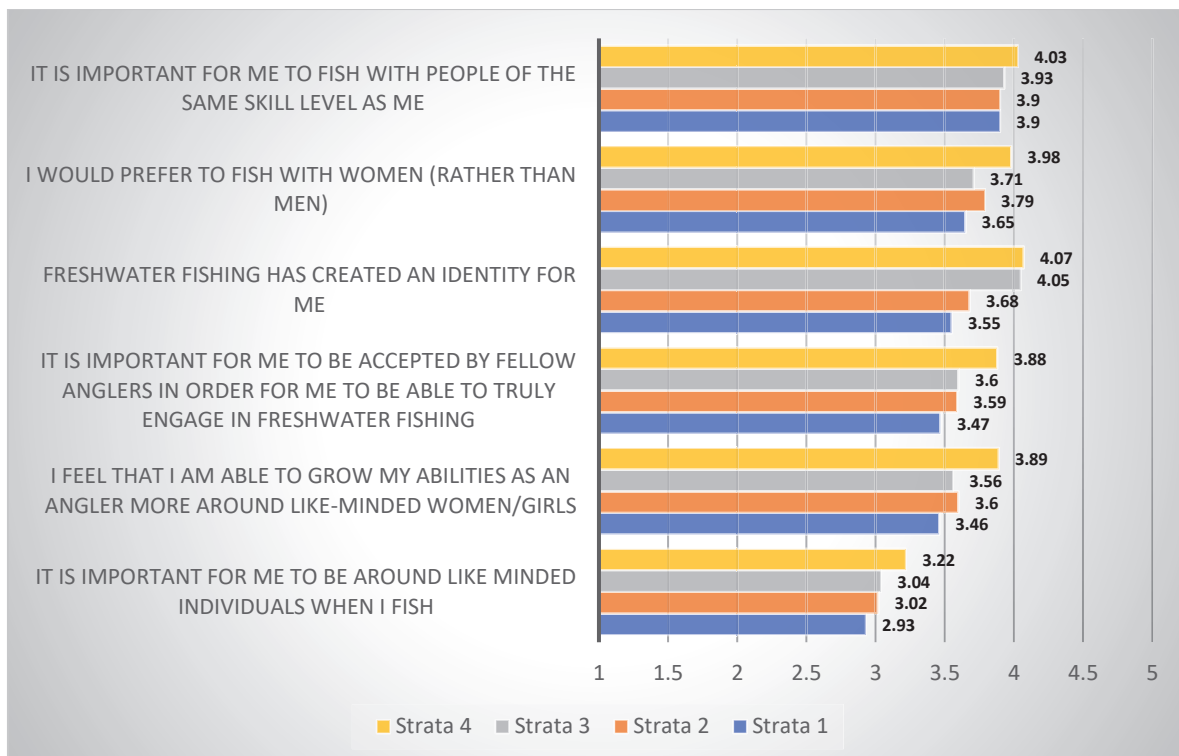
(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-21: Centrality-to-lifestyle - men anglers

As can be seen from the figures above, freshwater fishing did not seem to play a hugely central part in the lifestyles of either women or men anglers. It should be noted though that in general freshwater fishing appeared to play a slightly more central role for anglers in stratas 1 (individual, full) and 2 (family, primary), a point that was especially true for men anglers. It is also worth noting that for women anglers in strata 3 (individual, part season), especially, freshwater fishing appeared to be a 'low centrality' activity.

4.7 Identity and acceptance

The following two sub-sections (4.8 and 4.9) explore issues of identity, acceptance, and stereotyping in relation to the experiences of women anglers. In terms of identity and acceptance, women anglers were asked to rate their level of agreement with a variety of statements. The mean scores are presented in **Figure 4-22** below.



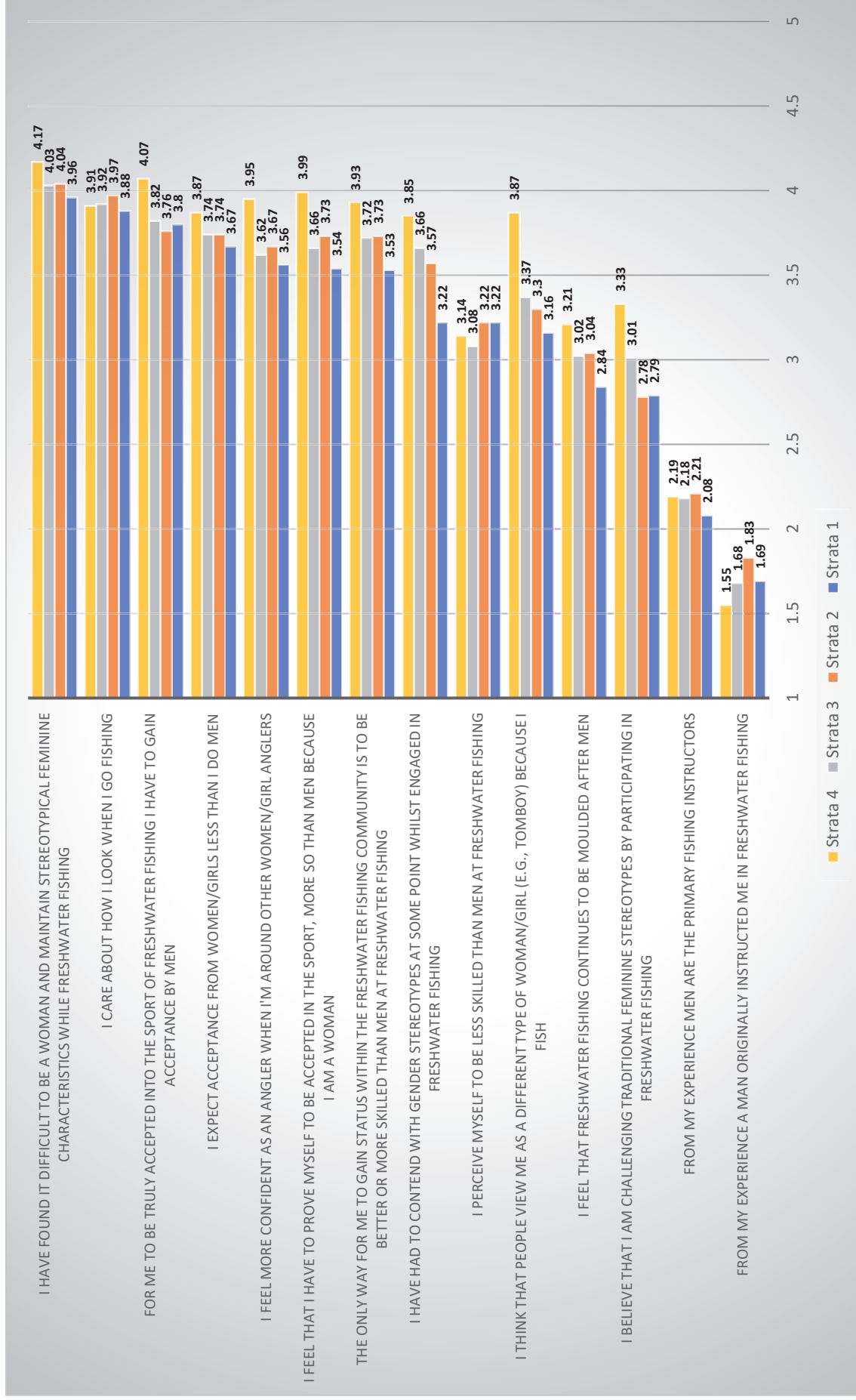
(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-22: Identity and acceptance

Women anglers, in general, tended to disagree that freshwater fishing had created an identity for them. This was especially true for women anglers in stratas 3 (individual, part season) and 4 (family, secondary). Similarly, the women anglers surveyed appeared neither to seek nor rely on the acceptance of other anglers. In addition, women anglers seemed largely indifferent to needing or wanting to fish with other women. As can be seen from **Figure 4-22**, there was, however, slightly more importance placed on fishing with like-minded individuals.

4.8 Stereotypes and experiences of women in a predominantly male-dominated sport

Freshwater fishing in New Zealand, as elsewhere globally, is dominated by men (e.g., Unwin, 2016; Carini & Weber, 2017). The question is, how, and to what extent, does this dominance influence the perceptions, attitudes, and everyday fishing experiences of women anglers in New Zealand? To help answer this question, women anglers were again asked to rate their level of agreement with a broad range of related statements. Mean scores (**Figure 4-23**) and corresponding frequencies (**Table 4-11**) are presented below.



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-23: Stereotypes and experiences of women in a predominantly male-dominated sport

Table 4-11: Stereotypes and experiences of women in a predominantly male-dominated sport (based on all strata combined)

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total sample	
	n	%	n	%	n	%	n	%	n	%	n	%
From my experience men are the primary fishing instructors	620	29%	858	40%	462	22%	95	4%	104	5%	2139	100%
From my experience a man originally instructed me in freshwater fishing	1273	60%	594	28%	127	6%	60	3%	85	4%	2139	100%
I believe that I am challenging traditional feminine stereotypes by participating in freshwater fishing	170	8%	558	26%	749	35%	263	12%	396	19%	2136	100%
For me to be truly accepted into the sport of freshwater fishing I have to gain acceptance by men	66	3%	240	11%	485	23%	344	16%	996	47%	2131	100%
I expect acceptance from women/girls less than I do men	43	2%	148	7%	836	39%	309	15%	791	37%	2127	100%
I perceive myself to be less skilled than men at freshwater fishing	229	11%	485	23%	621	29%	299	14%	494	23%	2128	100%
I have found it difficult to be a woman and maintain stereotypical feminine characteristics while freshwater fishing	43	2%	129	6%	511	24%	394	19%	1052	49%	2129	100%
I feel that freshwater fishing continues to be moulded after men	229	11%	570	27%	601	28%	285	13%	435	21%	2120	100%
I have had to contend with gender stereotypes at some point whilst engaged in freshwater fishing	165	8%	344	16%	471	22%	303	14%	837	39%	2120	100%
The only way for me to gain status within the freshwater fishing community is to be better or more skilled than men at freshwater fishing	73	3%	252	12%	609	29%	348	16%	834	39%	2116	100%
I feel that I have to prove myself to be accepted in the sport, more so than men because I am a woman	94	4%	294	14%	489	23%	321	15%	912	43%	2110	100%
I feel more confident as an angler when I'm around other women/girl anglers	62	3%	222	10%	689	33%	333	16%	809	38%	2115	100%
I think that people view me as a different type of woman/girl (e.g., tomboy) because I fish	124	6%	451	21%	472	22%	312	15%	757	36%	2116	100%
I care about how I look when I go fishing	56	3%	296	14%	432	20%	325	15%	999	47%	2108	100%

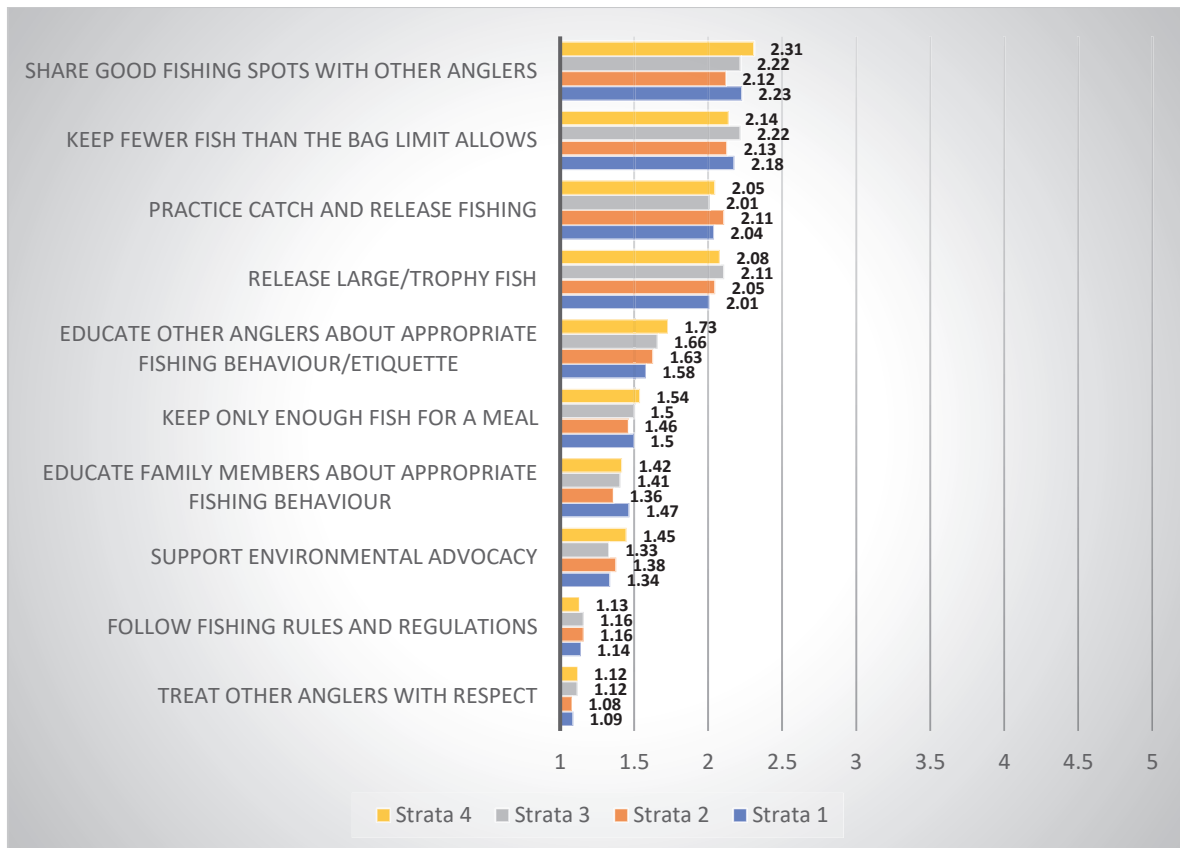
Based on **Figure 4-23** and **Table 4-11** above, several important observations can be made. First, an extremely high proportion of women anglers, overall, appeared to have been originally taught how to fish by a man. This is evidenced by the 88% of women anglers strongly or somewhat agreeing with the statement *'From my experience a man originally instructed me in freshwater fishing'*. Those in strata 4 (secondary holders of a family licence) were most in agreement with the statement. These findings add to those from earlier wherein men (e.g., partner/spouse, father, etc.) were found to be a powerful socialising force in terms of introducing women to fishing (see **section 4.4**).

On the topic of stereotypes/stereotyping, over a third of all women anglers believed they were challenging traditional feminine stereotypes by participating in freshwater fishing (see **Table 4-10**, where 34% somewhat/strongly agreed with the statement *'I believe that I am challenging traditional feminine stereotypes by participating in freshwater fishing'*). This was especially the case for those in strata 1 (individual full season licence holders) and strata 2 (primary holders of a family licence), as highlighted by comparatively lower mean scores (**Figure 4-23**). Somewhat relatedly, perhaps, almost a third of women anglers (27%) agreed to some extent that people viewed them as a different type of women/girl (e.g., a tomboy) because they fished. Those in strata 1 were in slightly higher agreement than others on this point. Importantly, only 8% of women anglers indicated that they had found it difficult to be a woman and maintain stereotypical feminine characteristics while freshwater fishing. Perhaps worryingly, though, was the 24% of women anglers who agreed that they had had to contend with gender stereotypes at some point whilst freshwater fishing. Women in strata 1 were most in agreement on this topic. Finally, on the topic of stereotypes/stereotyping, well over a third of women anglers (38%) were of the view that freshwater fishing continues to be moulded after men. Broadly speaking, there was a similar level of agreement with this point across all four strata.

Several statements also focused on the topic of acceptance. Over two-thirds of women anglers appeared not to require the acceptance of men in order to feel truly accepted into the sport of freshwater fishing. This is evidenced by the 63% of women anglers who disagreed with the statement *'For me to be truly accepted into the sport of freshwater fishing I have to gain acceptance by men'*. Relatedly, almost two-thirds of women anglers felt they did not need to work any harder than men in order to prove themselves and be accepted into the sport. This can be seen in the 58% of women anglers who disagreed with the statement *'I feel that I have to prove myself to be accepted in the sport, more so than men because I am a woman'*. Similarly, over half the women anglers surveyed disagreed with the statement *'The only way for me to gain status within the freshwater fishing community is to be better or more skilled than men at freshwater fishing'*. In relation to all the statements to do with acceptance, there was similar levels of (dis)agreement across each of the strata.

4.9 Ethics

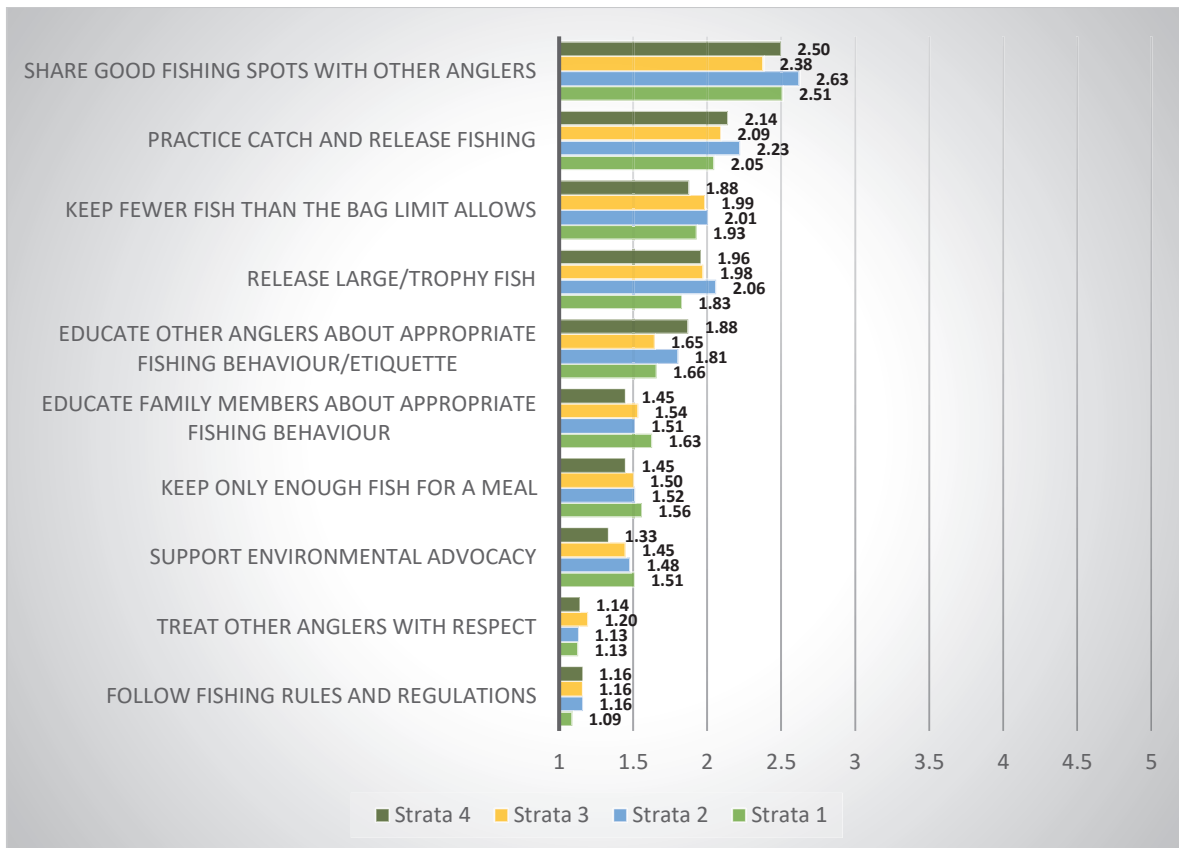
A further goal of the study was to explore personal norms related to angling ethics and environmental stewardship. With this in mind, both women and men anglers were asked to rate their level of agreement with several related statements. Looking first at women anglers (**Figure 4-24**), there were in general high levels of agreement with each of the statements. Moreover, levels of agreement were fairly consistent across all four strata, suggesting that women anglers, regardless of participation, share a common view in relation to angling ethics and environmental stewardship. In terms of angling ethics, women anglers were in particularly strong agreement of the need to treat other anglers with respect and to follow fishing rules and regulations. Encouragingly, from an environmental stewardship perspective, women anglers also indicated strong agreement with the need to support environmental advocacy.



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-24: Ethics - women anglers

As can be seen in **Figure 4-25** below, a very similar picture emerged among men anglers. Men anglers, like women, also appeared to place a high ethical value on treating other anglers with respect and with following fishing rules and regulations. Supporting environmental advocacy was also viewed by men anglers as a crucial component of ethical angling behaviour.



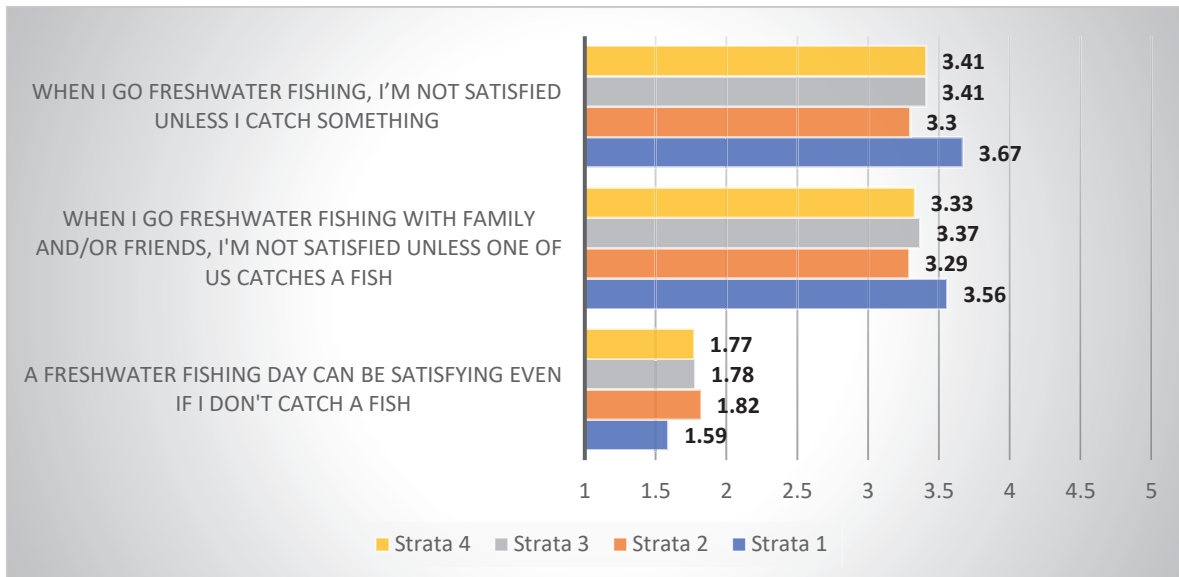
(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-25: Ethics - men anglers

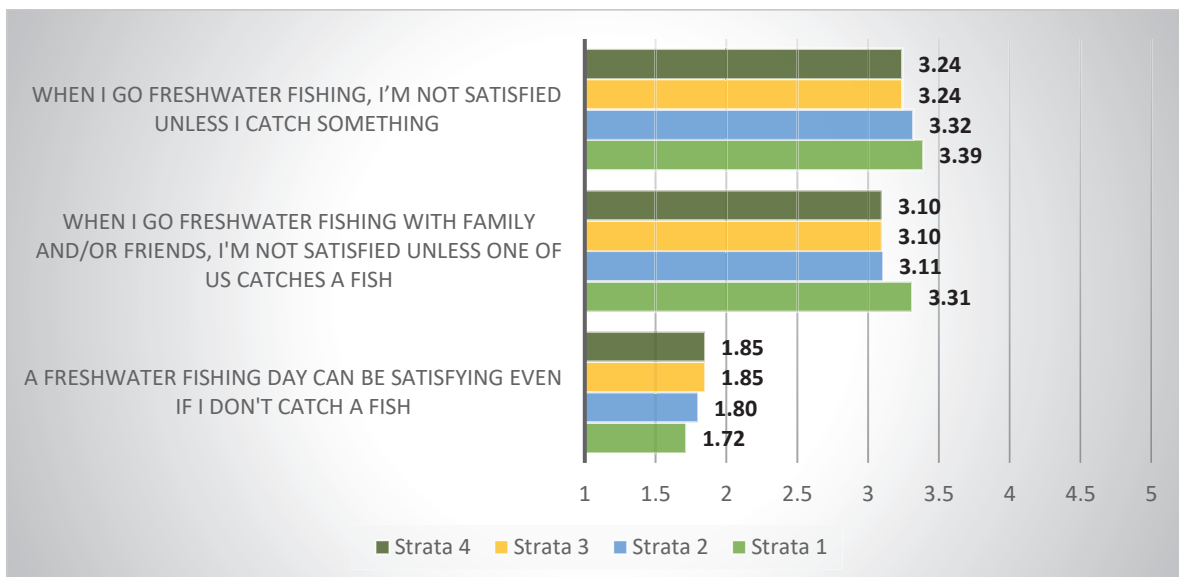
For both women and men anglers, there were generally high-level levels of agreement with, and therefore presumably support for, catch-and-release fishing. However, in the context of a fishing trip, to what extent is satisfaction actually derived from catching a fish in the first place? The next subsection probes this question.

4.10 Catch preferences and satisfaction

As **Figures 4-26 and 4-27** show, there was reasonably strong agreement among women and men anglers alike that a freshwater fishing day can be satisfying even if they themselves do not catch a fish. This was slightly more so the case for women anglers, and especially those in strata 1 (individual, full season). Similarly, across the entire sample, satisfaction did not appear contingent on family and/or friends catching a fish. Again, the strength of feeling in this regard was somewhat stronger among women anglers compared to men anglers. These findings suggest that, for most anglers, a satisfying fishing day is about much more than catching a fish. Interestingly, though, such findings appear to contradict those from earlier where ‘the thrill of the catch’ was seen as moderately to very important in terms of motivations (see **Figures 4.18 and 4.19**).



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)
 Figure 4-26: Catch preference and satisfaction - women anglers.



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)
 Figure 4-27: Catch preference and satisfaction.

4.11 Constraints

One especially important objective of this study was to identify any key barriers limiting women anglers' freshwater fishing participation. At the same time, the study also sought to explore whether women and men are faced with the same or a different set of barriers. First, anglers were asked to state whether they wished to fish more often. As **Table 4-12** shows, the answer to this question was emphatically yes, the only slight exception being for women anglers in strata 4 (family, secondary).

Table 4-12: Do anglers wish that they could fish more often?

	Strata 1		Strata 2		Strata 3		Strata 4	
Women	n	%	n	%	n	%	n	%
Yes	521	88%	194	87%	299	87%	739	76%
No	72	12%	30	13%	44	13%	238	24%
Men								
Yes	158	81%	137	85%	186	87%	39	80%
No	36	19%	24	15%	29	13%	10	20%

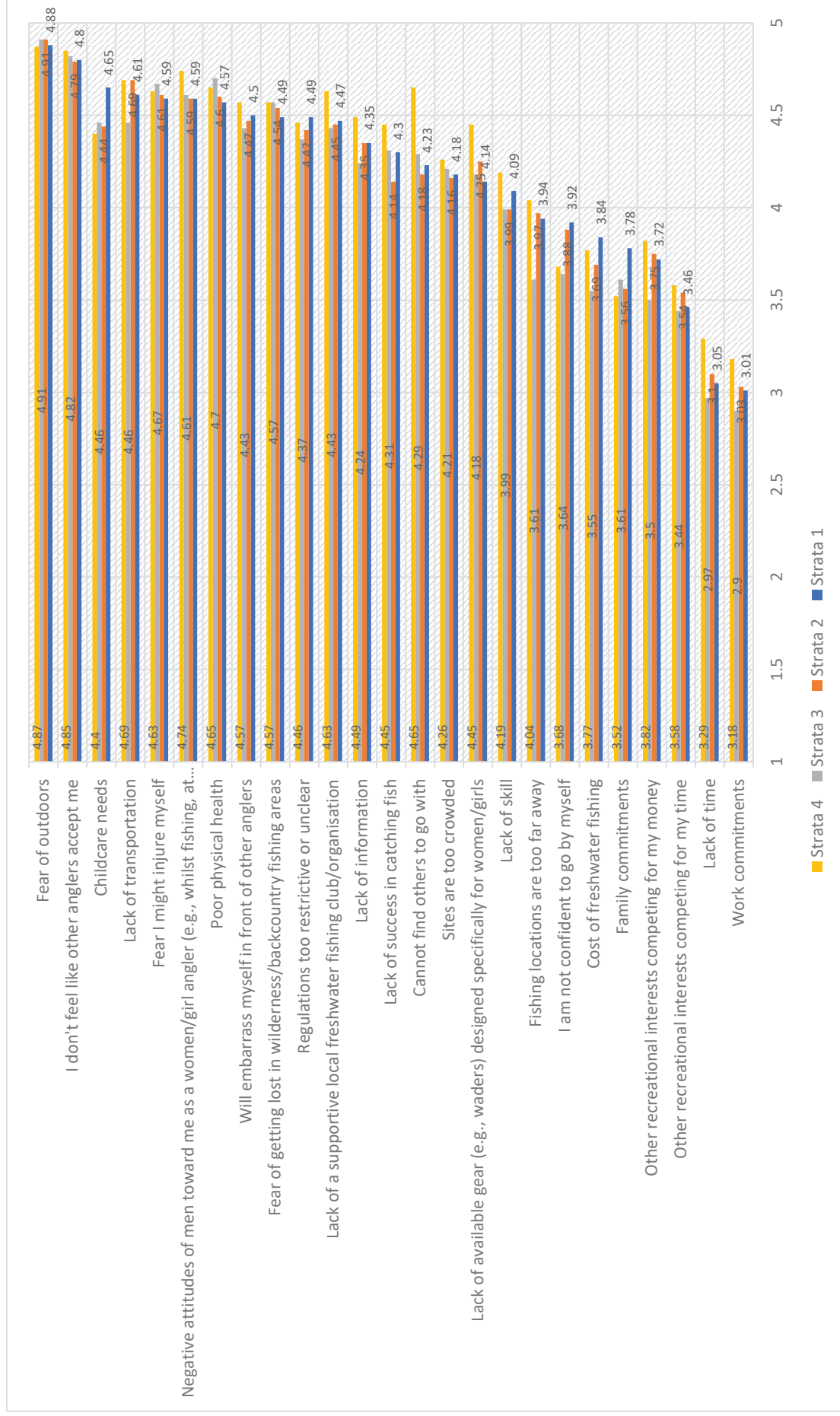
From a wide range of potential constraints, anglers were also asked to identify the extent to which each had limited their freshwater fishing participation. Descriptive findings for women anglers are presented below in **Figure 4-28** (mean scores by strata) and **Table 4-13** (frequencies, all strata combined). For women anglers, a lack of time and/or work commitments were noted as being the most constraining factors. This was the case for women anglers in each of the four strata (**Figure 4-28**). Looking at **Table 4-13**, between 58%-60% of all women anglers stated that a lack of time or work commitments were either limiting, very limiting, or extremely limiting.

However, in the context of this study, it is perhaps more useful to discuss those constraints where FGNZ *may* have some influence. In **Table 4-13**, several constraints have been highlighted. This represents a set of constraints that are together limiting, very limiting, or extremely limiting *for at least a third of women anglers*. Of these clearly problematic constraints, the cost of fishing is the only obvious constraint where FGNZ may have some influence. With that in mind, the cost of fishing is discussed in more detail later in this sub-section. Beside the cost of fishing, for almost 40% of women anglers a lack of confidence to fish alone was highly limiting. The question arises, then, can FGNZ do more to facilitate or encourage small group fishing? This question was further explored in the qualitative interviews, the findings of which are presented later in the report.

Outside of the particularly problematic set of constraints highlighted in **Table 4-13**, other factors that FGNZ may have some influence over included:

- A lack of available gear (e.g., waders) designed specifically for women/girls was found to be at least slightly limiting. To help address this, can FGNZ, in dialogue with the fishing retail industry, play a role in advocating for the specific needs of women anglers when it comes to gear?
- Over half of all women anglers felt that a lack of skill was at least a slightly limiting factor. With this in mind, what FGNZ initiatives (e.g., clinics) are currently in place, and what more could be done, to help support women anglers wishing to improve their skill level?
- Almost a third of women anglers indicated that they were at least slightly limited because fishing regulations are too restrictive or unclear. In terms of clarity of message, what more can FGNZ do to make fishing regulations clearer?
- Similarly, over a third of women anglers felt that a lack of information was at least slightly limiting. Again, then, what can FGNZ do to further improve the information available to women anglers?

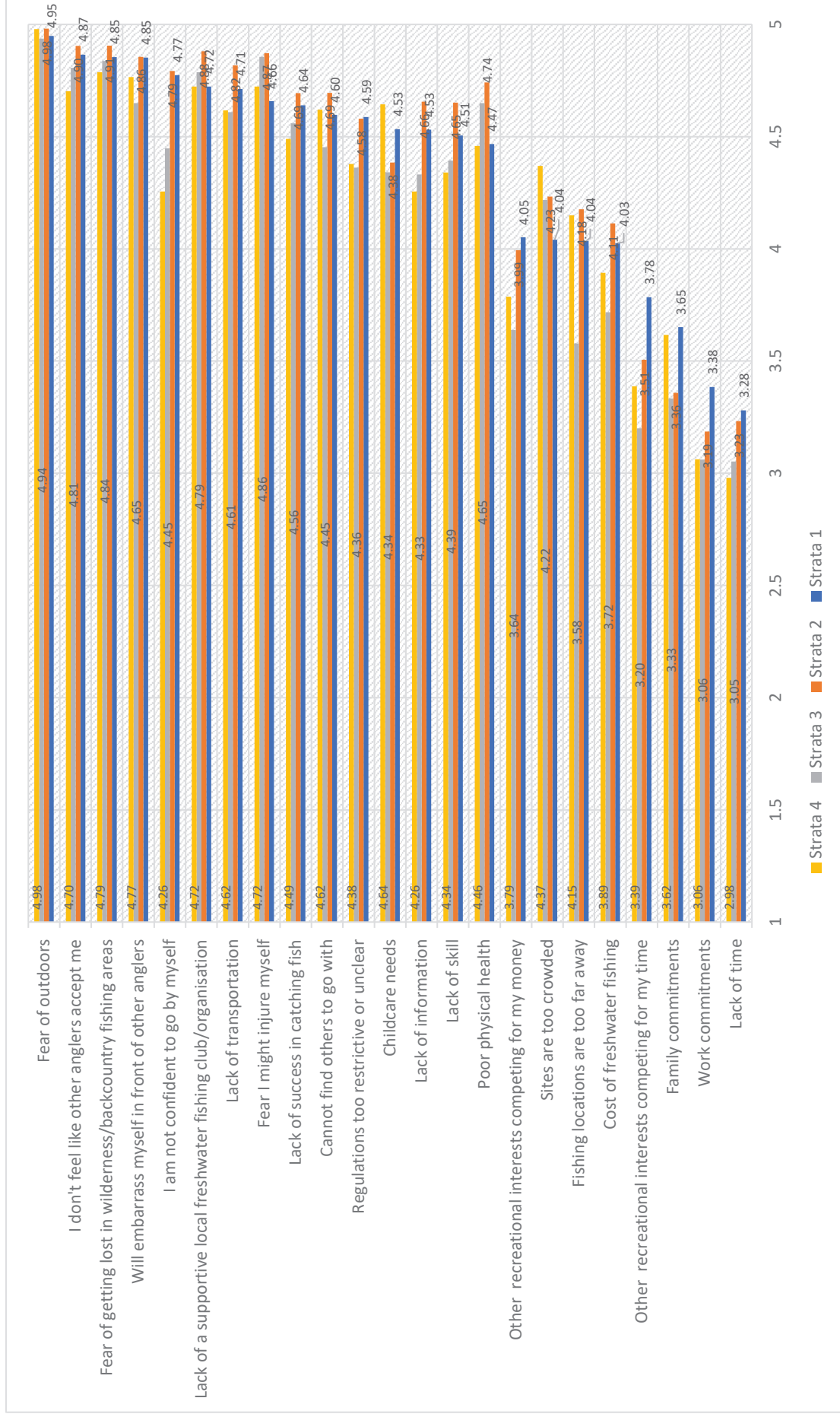
From the same list of potential constraints, we also asked men anglers to identify the extent to which each limited their freshwater fishing participation. The mean scores for each strata are presented in **Figure 4-29**. As can be seen, despite some minor variations, for the most part men and women are very similar in terms of the extent to which fishing participation is constrained by various factors.



(Note: 5-point Likert, 1 = Extremely limiting, 2 = Very limiting, 3 = Limiting, 4 = Somewhat limiting, 5 = Not limiting at all)
 Figure 4-28: Constraints - women anglers (by strata)

Table 4-13: Constraints - women anglers (all strata combined)

	Extremely limiting		Very limiting		Limiting		Somewhat limiting		Not at all limiting		Total sample	
	n	%	n	%	n	%	n	%	n	%	n	%
Work commitments	384	18%	384	18%	466	22%	330	16%	560	26%	2124	100%
Lack of time	331	16%	414	20%	507	24%	464	22%	395	19%	2111	100%
I am not confident to go by myself	251	12%	218	10%	311	15%	326	16%	996	47%	2102	100%
Other recreational interests competing for my time	192	9%	315	15%	459	22%	479	23%	657	31%	2102	100%
Cost of freshwater fishing	178	8%	216	10%	389	18%	504	24%	824	39%	2111	100%
Other recreational interests competing for my money	155	7%	258	12%	418	20%	426	20%	841	40%	2098	100%
Family commitments	142	7%	287	14%	498	24%	509	24%	678	32%	2114	100%
Fishing locations are too far away	109	5%	164	8%	375	18%	567	27%	894	42%	2109	100%
Lack of available gear (e.g., waders) designed specifically for women/girls	88	4%	110	5%	214	10%	359	17%	1327	63%	2098	100%
Childcare needs	81	4%	105	5%	144	7%	148	7%	1614	77%	2092	100%
Cannot find others to go with	76	4%	82	4%	181	9%	288	14%	1465	70%	2092	100%
Lack of skill	75	4%	137	7%	293	14%	572	27%	1024	49%	2101	100%
Lack of success in catching fish	57	3%	98	5%	228	11%	383	18%	1337	64%	2103	100%
Will embarrass myself in front of other anglers	53	3%	74	4%	160	8%	265	13%	1548	74%	2100	100%
Lack of a supportive local freshwater fishing club/organisation	44	2%	67	3%	171	8%	248	12%	1555	75%	2085	100%
Regulations too restrictive or unclear	43	2%	68	3%	218	10%	345	16%	1421	68%	2095	100%
Fear of getting lost in wilderness/backcountry fishing areas	42	2%	74	4%	129	6%	304	15%	1547	74%	2096	100%
Lack of information	38	2%	82	4%	243	12%	382	18%	1344	64%	2089	100%
Lack of transportation	33	2%	44	2%	133	6%	245	12%	1639	78%	2094	100%
Sites are too crowded	32	2%	122	6%	300	14%	541	26%	1107	53%	2102	100%
Poor physical health	28	1%	48	2%	128	6%	260	12%	1636	78%	2100	100%
Negative attitudes of men toward me as a women/girl angler (e.g., whilst fishing, at fishing retail stores, etc.)	25	1%	48	2%	119	6%	230	11%	1677	80%	2099	100%
Fear I might injure myself	16	1%	51	2%	131	6%	308	15%	1593	76%	2099	100%
I don't feel like other anglers accept me	11	1%	22	1%	62	3%	115	5%	1885	90%	2095	100%
Fear of outdoors	6	0%	10	0%	46	2%	118	6%	1914	91%	2094	100%



(Note: 5-point Likert, 1 = Extremely limiting, 2 = Very limiting, 3 = Somewhat limiting, 4 = Not limiting at all)

Figure 4-29: Constraints - men anglers (by strata)

As previously mentioned, the cost of fishing is an area where FGNZ may have some influence. As such, it is important to better understand which fishing-related costs anglers find especially limiting. To do so, anglers who had indicated that the cost of fishing was extremely or very limiting were also asked to indicate which costs, exactly, were particularly restrictive. As can be seen in the two figures below (**Figures 4-30 and 4-31**), the cost of a freshwater fishing licence was viewed by both women and men anglers as the most restrictive in terms of overall costs and thereby the most limiting in terms of fishing-cost related constraints. This was especially so for anglers in strata 4 (family, secondary).

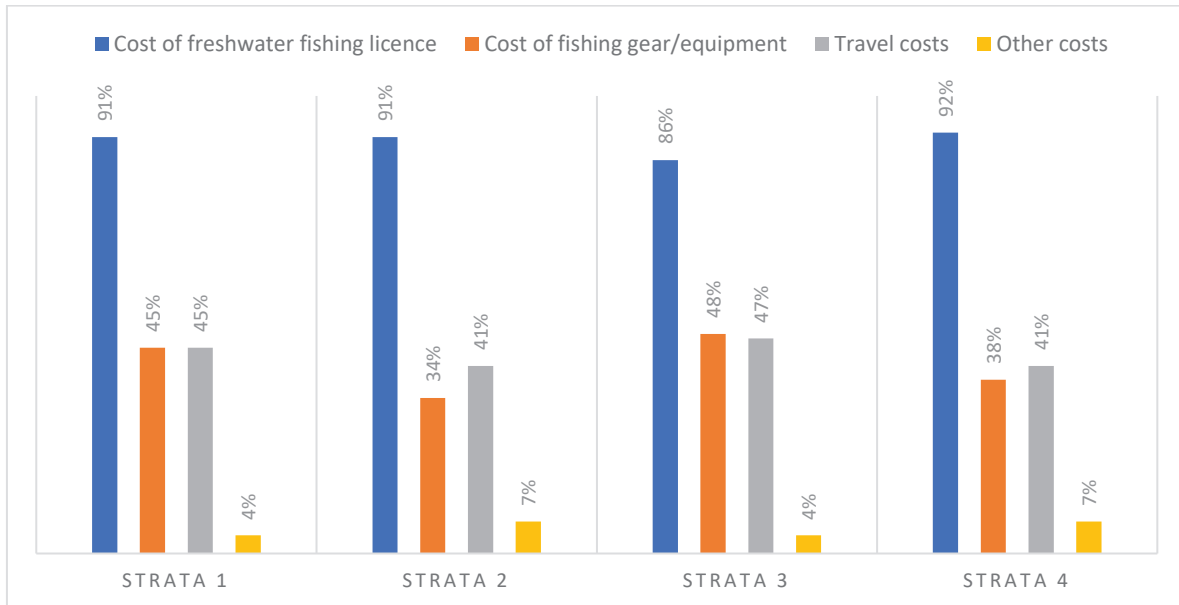


Figure 4-30: Cost of fishing constraints - women anglers

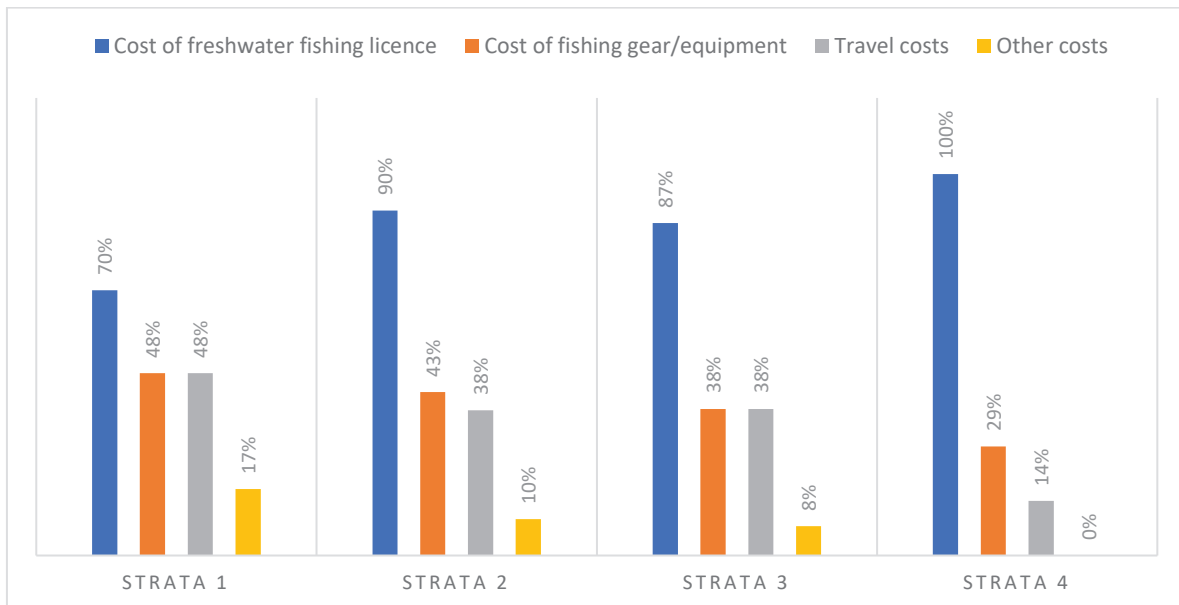
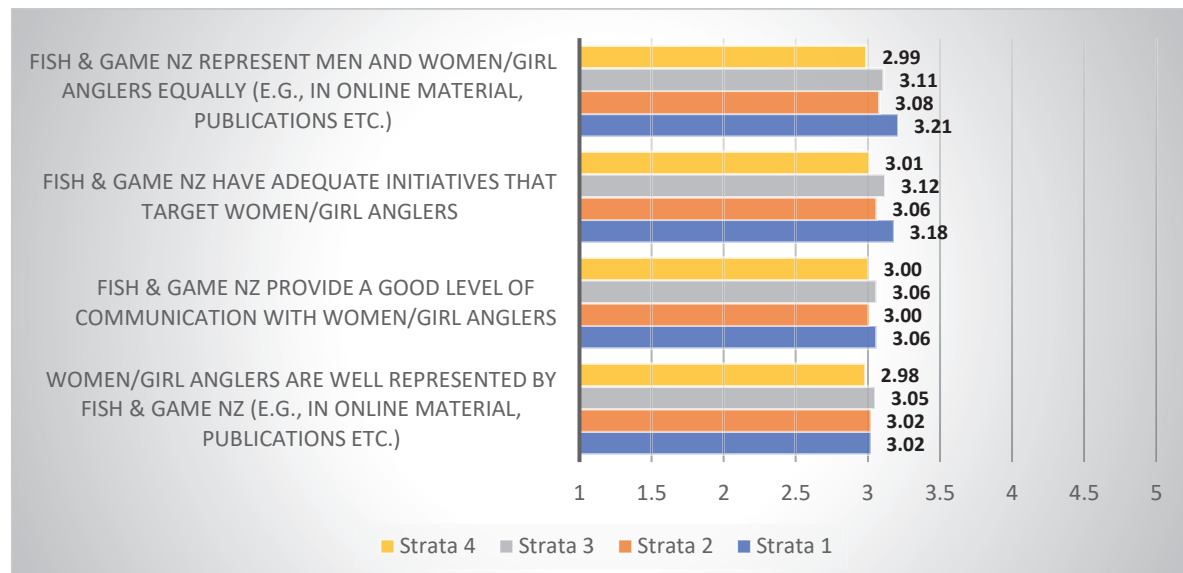


Figure 4-31: Cost of fishing constraints - men anglers

One potentially important point to make in relation to the above figures is the difference between women and men anglers in strata 1 (individual, full season). In comparison with men, women anglers in the same strata were considerably more likely to find the cost of the licence restrictive. This may suggest that women anglers see less value in the cost of a full season licence compared with men (see also sub-section 5.2.2).

4.12 Women and FGZ

In terms of the role of FGZ, women anglers were also asked to indicate their level of agreement with a range of statements related to how well the organisation communicates to, and represents, them. The mean scores, by strata, for each statement are presented in **Figure 4-32**.



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)

Figure 4-32: FGZ communication to, and representation of, women anglers (mean scores by strata)

On the surface, the mean scores presented in the figure above point to a general level of neutrality on the part of the survey participants when it comes to their assessment of how well FGZ communicates to and represents women anglers. Moreover, this indifference was largely consistent across each of the strata.

However, when the strata are combined, a slightly more worrying picture emerges. From the highlighted data in the table below (**Table 4-14**), the following are important observations:

- 25% of women anglers somewhat or strongly disagree that women/girl anglers are well represented by FGZ (e.g., in online material, publications etc.).
- 31% of women anglers somewhat or strongly disagree that FGZ represent men and women/girl anglers equally (e.g., in online material, publications etc.).
- 29% of women anglers somewhat or strongly disagree that FGZ have adequate initiatives that target women/girl anglers.
- 26% of women anglers somewhat or strongly disagree that FGZ provide a good level of communication with women/girl anglers.
- For each statement, a higher proportion of women anglers disagreed than agreed that FGZ were meeting the needs of women anglers.

Table 4-14: FGZ communication to, and representation of, women anglers (counts for all strata combined)

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total sample	
	n	%	n	%	n	%	n	%	n	%	n	%
Women/girl anglers are well represented by Fish & Game NZ (e.g., in online material, publications etc.)	100	5%	424	20%	1039	50%	403	19%	118	6%	2084	100%
Fish & Game NZ represent men and women/girl anglers equally (e.g., in online material, publications etc.)	136	7%	356	17%	959	46%	475	23%	157	8%	2083	100%
Fish & Game NZ have adequate initiatives that target women/girl anglers	97	5%	366	18%	1020	49%	458	22%	139	7%	2080	100%
Fish & Game NZ provide a good level of communication with women/girl anglers	128	6%	364	18%	1047	50%	396	19%	139	7%	2074	100%

Of those women anglers who had expressed some level of disagreement with one or more of the statements, an open-ended follow up question was asked (*In your opinion, how could FGZ improve the way it communicates to, and represents, women/girl anglers?*). Whilst this question had quite a narrow focus, respondents appeared to use this opportunity to share their thoughts/suggestions about a broader range of topics (e.g., encouraging more participation, barriers for women etc.). This is reflected in the following main themes and recommendations (please note, all responses are provided, verbatim, in **Appendix 5**):

- 1. A need for more targeted (and marketed) events for, and communications with, women.** In terms of events, this could include, for example, workshops, seminars, meet-ups, competitions etc. In terms of communication, there appeared to be a sense that FGZ does not do particularly well at communicating directly with women anglers. This could be improved with more targeted communication using email or social media channels. It may also be possible to engage more explicitly with girls through school. In addition, there may also be opportunities for FGZ to support the setting up of up local fishing clubs for women and/or support existing clubs to be more welcoming of women anglers.
- 2. Stronger profiling of ('everyday') women/girls in publications and promotional materials.**
- 3. Support retailers to source and advertise women-friendly fishing equipment/clothes.**
- 4. Reconsider the rules for the Family Licence.** The key message here was that secondary licence holders (most often women) should have the same rights as the primary licence holder. Alternatively, consider offering promotions targeted at women and/or offering new licence categories (e.g., parent and teen deal).

5. **More work needed to normalise women in angling.** This need is summed up well in the quote below from one women angler.

I think we're past the need to provide extra support to women because it can't be achieved without highlighting the sentiment that there is a material difference between men and women anglers. In order to provide special support, you must first separate out a group and identify them as "needing extra support." If F&G stop differentiating men and women, given that there is little, if any, physical difference in capability to catch a freshwater fish and get it on board, and treat everyone as if they are the same, things automatically become 'equal opportunity.' Better to spend your time removing the roadblocks than standing behind us and pushing us through the roadblocks under the guise of support ... Normalise the fact that the gender of the angler is entirely irrelevant. Stigmatise the old school thinking.

6. **Proactively work to diversify FGZ.** This could include having more representation on Councils (both regionals and national) and more female rangers. The issue of council representation is explored in the next sub-section.

In addition to the themes and recommendations outlined above, the interviews conducted as part of this research further shed light on how FGZ might improve the way it communicates to, and represents, women anglers.

4.13 Governance

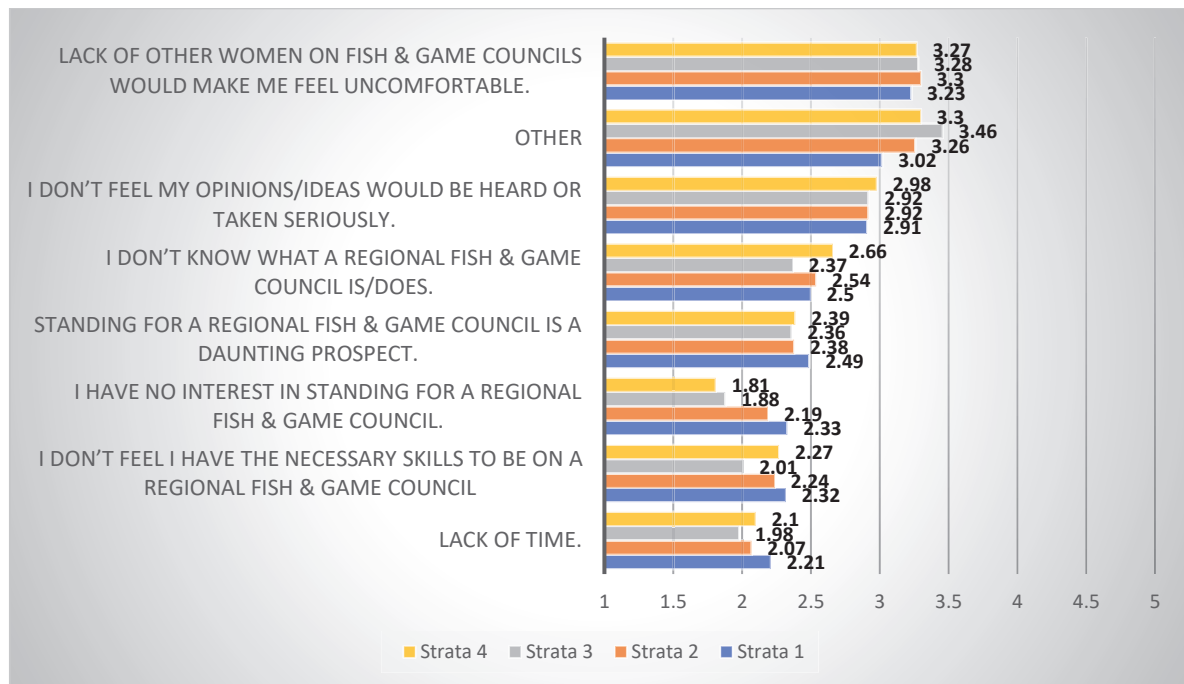
The Fish and Game Council provides an important governance role in relation to the effective management of New Zealand's sports fish and game resources. As stated in section 26B of the Conservation Act 1987, the council was established to represent the interests of anglers and hunters, and provide coordination of the management, enhancement, and maintenance of sports fish and game (Conservation Act 1987). The Council is comprised of an elected representative from each of the 12 Fish and Game Regional Councils.

Both women and men anglers were asked about whether they had considered standing for a Fish and Game Council. As can clearly be seen in **Table 4-15**, very few anglers had done so. It should be noted, though, that a slightly higher proportion of men than women in each strata had at some point thought about standing as a regional Fish and Game Council candidate.

Table 4-15: Have you ever considered standing for a regional Fish and Council?

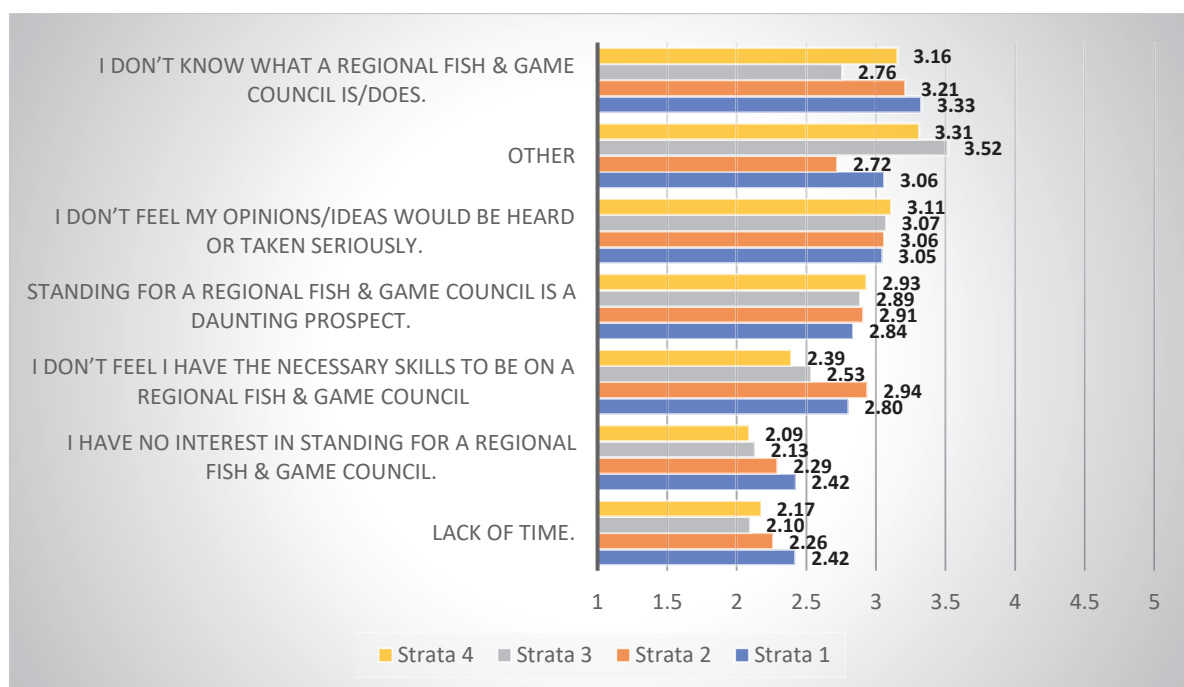
	Strata 1		Strata 2		Strata 3		Strata 4	
	n	%	n	%	n	%	n	%
Women								
Yes	28	4.8%	10	4.5%	6	2%	14	1.5%
No	550	94.5%	211	95%	334	98%	942	98.3%
I have been/am a regional Fish & Game Councillor or Fish & Game Council candidate.	4	0.7%	1	0.5%	0	0%	2	0.2%
Men								
Yes	21	10.7%	13	8.1%	9	4.3%	2	4.2%
No	171	87.2%	143	88.8%	200	94.8%	45	93.8%
I have been/am a regional Fish & Game Councillor or Fish & Game Council candidate.	4	2.0%	5	3.1%	2	0.9%	1	2.1%

The question is, then, why do so few anglers consider standing for a Council? Looking first at women anglers, it would appear that many simply lack the time and/or interest. This is well illustrated in **Figure 4-33** below, wherein the mean scores for a range of Council-related statements are presented.



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)
 Figure 4-33: Reasons for not standing for Fish and Game Council - women anglers (mean scores by strata)

It is interesting to note that women anglers in strata 1 (individual, full season) appeared to have the most interest in standing for council, comparatively at least. In contrast, those in strata 4 (family, secondary) had the least interest. A similar picture in relation to interest-levels emerged among the men anglers surveyed (**Figure 4-34**).



(Note: 5-point Likert, 1 = Strongly agree, 2 = Somewhat agree, 3 = Neither agree nor disagree, 4 = Somewhat disagree, 5 = Strongly disagree)
 Figure 4-34: Reasons for not standing for Fish and Game Council - men anglers (mean scores by strata)

Looking at other notable comparisons, firstly men appeared to have a slightly better understanding than women about the role of a regional Fish and Game Council. Men also appeared slightly less daunted than women at the prospect of standing for a Council, and they were also less inclined than women to feel that they did not have the necessary skills needed to be a councillor. Based on these comparisons, and coupled with some of the general concerns about how the organisation communicates to women anglers (see previous sub-section), it is suggested that FGNZ reflect on how, and the extent to which, the role of regional councils and related opportunities for women are communicated. Crucially, too, among both women and men there was some concern that their opinions and ideas would not be heard or taken seriously. On this point, but also considering that many anglers viewed standing for council as a daunting prospect, FGNZ are encouraged to reflect on the following question: to what extent do regional councils provide a safe, supportive, and non-judgemental environment for those anglers who may wish to stand?

This question is especially pertinent for women anglers. As can be seen in **Table 4-16** below, 52% of women anglers, compared to 38% of men anglers, somewhat or strongly agreed that standing for a Fish and Game Council would be daunting. Similarly, 30% of women anglers, compared to 25% of men anglers, somewhat or strongly agreed that their opinions and ideas would not be heard or taken seriously.

Table 4-16 also further highlights the difference between women and men anglers when it comes to their knowledge about what a Regional Council is or does. Here, 54% of women anglers, as compared with only 35% of male anglers, somewhat or strongly agreed that they did not know what a Regional Fish & Game Council is or does.

Table 4-16: Reasons for not standing for Fish and Game Council (counts for all strata combined)

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total sample	
	n	%	n	%	n	%	n	%	n	%	n	%
Women												
I don't know what a regional Fish & Game Council is/does.	497	25%	579	29%	468	23%	297	15%	187	9%	2028	100%
I have no interest in standing for a regional Fish & Game Council.	975	48%	419	21%	393	19%	157	8%	93	5%	2037	100%
I don't feel I have the necessary skills to be on a regional Fish & Game Council	760	37%	457	23%	520	26%	157	8%	135	7%	2029	100%
Standing for a regional Fish & Game Council is a daunting prospect.	563	28%	479	24%	682	34%	165	8%	128	6%	2017	100%
I don't feel my opinions/ideas would be heard or taken seriously.	244	12%	356	18%	927	46%	255	13%	238	12%	2020	100%
Lack of other women on Fish & Game Councils would make me feel uncomfortable.	149	7%	341	17%	813	40%	260	13%	457	23%	2020	100%
Lack of time.	803	40%	533	26%	452	22%	117	6%	112	6%	2017	100%
Other	67	15%	12	3%	227	52%	3	1%	125	29%	434	100%
Men												
I don't know what a regional Fish & Game Council is/does.	76	13%	131	22%	171	29%	106	18%	114	19%	598	100%
I have no interest in standing for a regional Fish & Game Council.	220	37%	137	23%	147	25%	54	9%	41	7%	599	100%
I don't feel I have the necessary skills to be on a regional Fish & Game Council	127	21%	145	24%	167	28%	87	15%	71	12%	597	100%
Standing for a regional Fish & Game Council is a daunting prospect.	85	14%	141	24%	207	35%	86	14%	77	13%	596	100%
I don't feel my opinions/ideas would be heard or taken seriously.	53	9%	98	16%	279	47%	87	15%	78	13%	595	100%
Lack of time.	202	34%	178	30%	131	22%	30	5%	53	9%	594	100%
Other	25	21%	9	8%	41	34%	2	2%	43	36%	120	100%

4.14 Information sources

Finally, women anglers were asked about how regularly they accessed information about freshwater fishing from different sources. As the figures below clearly highlight, friends and family appeared to be the main sources of information for women anglers. This was true for women anglers in each of the strata.

Importantly, women anglers also appeared to draw quite heavily on FGNZ information sources. For instance, over a third of women anglers in strata’s 1 (individual, full season) and 2 (family, primary) claimed to use one or more of the FGNZ magazine, the FGNZ website, or other FGNZ printed materials, always or most of the time to access information about freshwater fishing. The FGNZ e-zine was a less regularly used source.

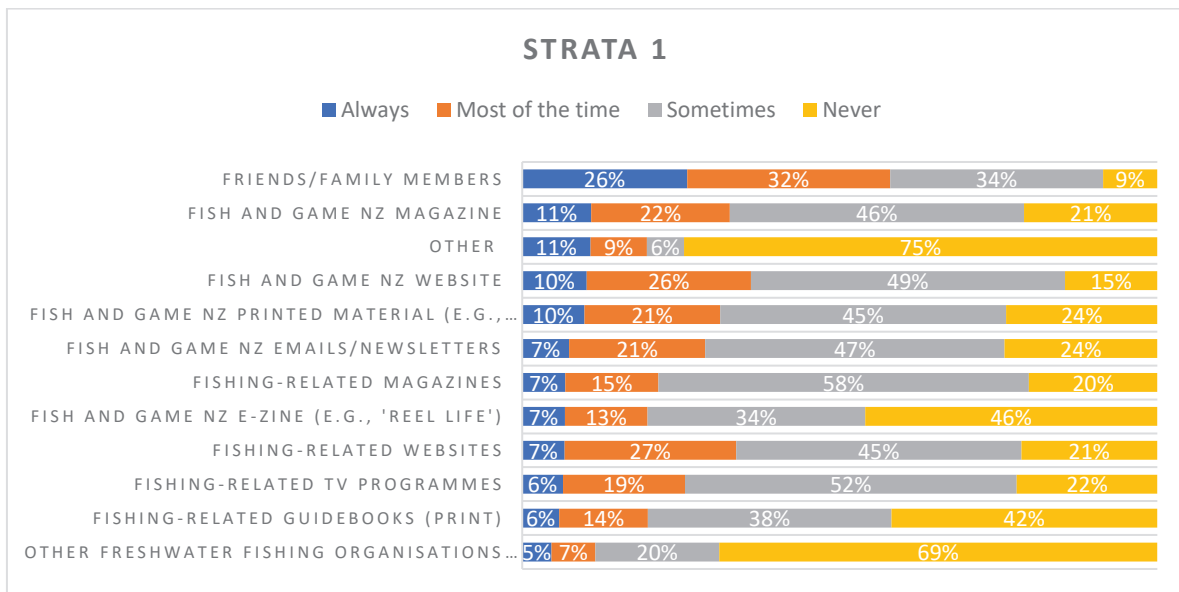


Figure 4-35: Information sources (strata 1)

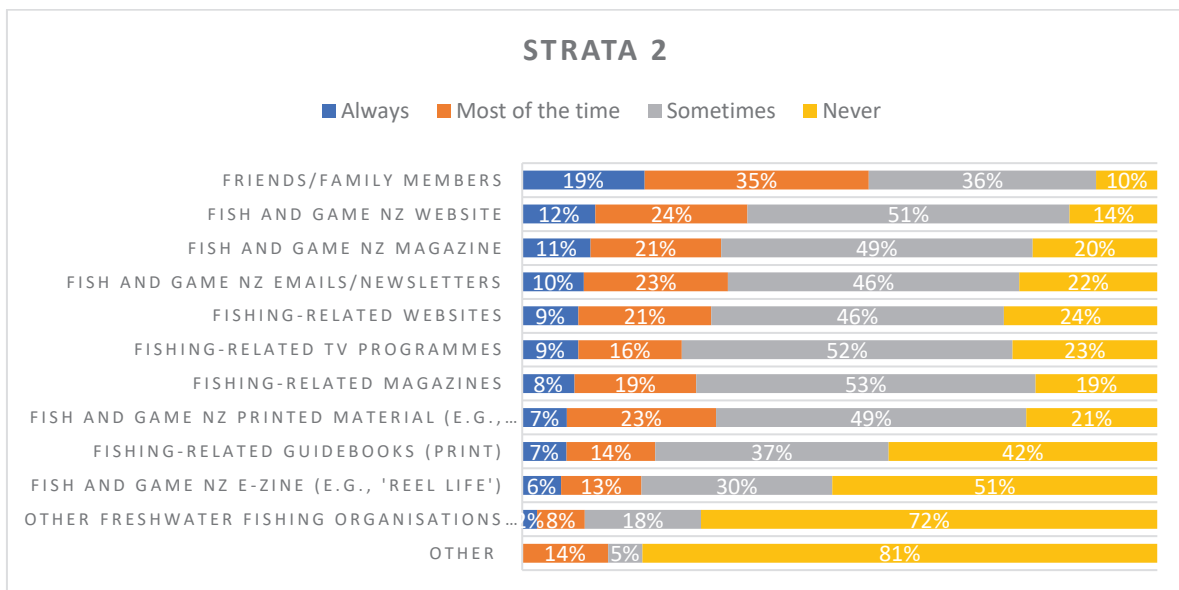


Figure 4-36: Information sources (strata 2)

Interestingly, FGNZ information sources were used slightly less regularly by women anglers in stratas 3 (individual, part season) and 4 (family, secondary). Instead, there was a greater reliance on family

and friends for information about freshwater fishing, at least compared to women anglers in the other two strata. As an example, 71% of women anglers in strata 3 (individual, part season), as compared with 58% in strata 1 (individual, full season), indicated that they accessed information from family and friends most or all of the time.

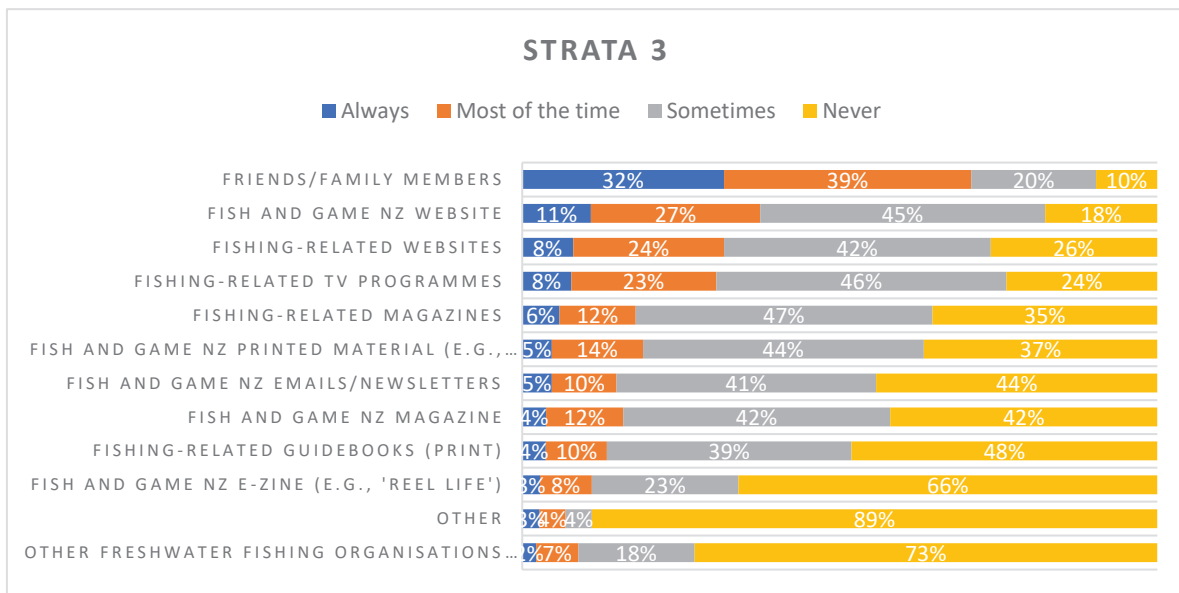


Figure 4-37: Information sources (strata 3)

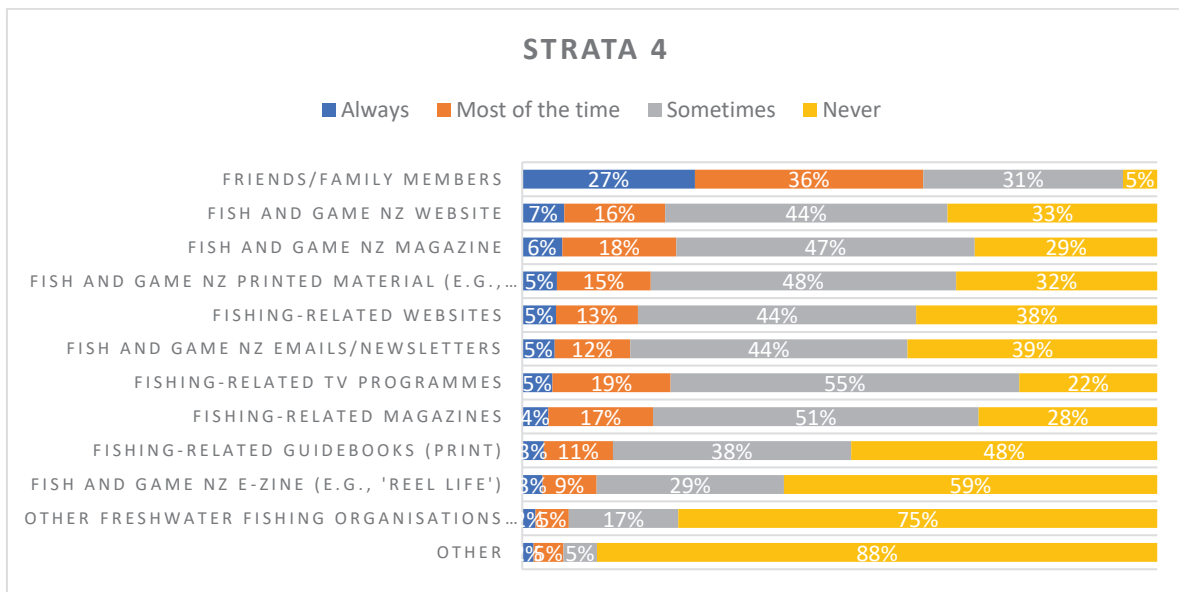


Figure 4-38: Information sources (strata 4)

4.15 Summary

In this chapter, baseline data addressing several key areas related to women’s participation in, and experiences of, freshwater fishing was presented and discussed. In the following chapter, we move beyond this baseline data and discuss the findings from semi-structured interviews. Particular attention is paid to further understanding the constraints faced by women anglers in New Zealand in relation to their freshwater fishing participation, and how, with the help of FGNZ, certain constraints might be overcome.

5 Semi-structured interview findings

5.1 Introduction

The overarching objective of the interviews was to further explore factors that constrain and/or facilitate women anglers' participation in freshwater fishing. Specifically, the intention of the interviews was to uncover social, cultural, and infrastructural factors that discourage women's engagement in freshwater fishing. Moreover, to enhance inclusivity in freshwater fishing, participants were asked to share their views in relation to representations of women in FGZ material and how to address the perceived and actual barriers to their participation. An overview of the key themes from the interviews is shown in **Figure 5-1** below.

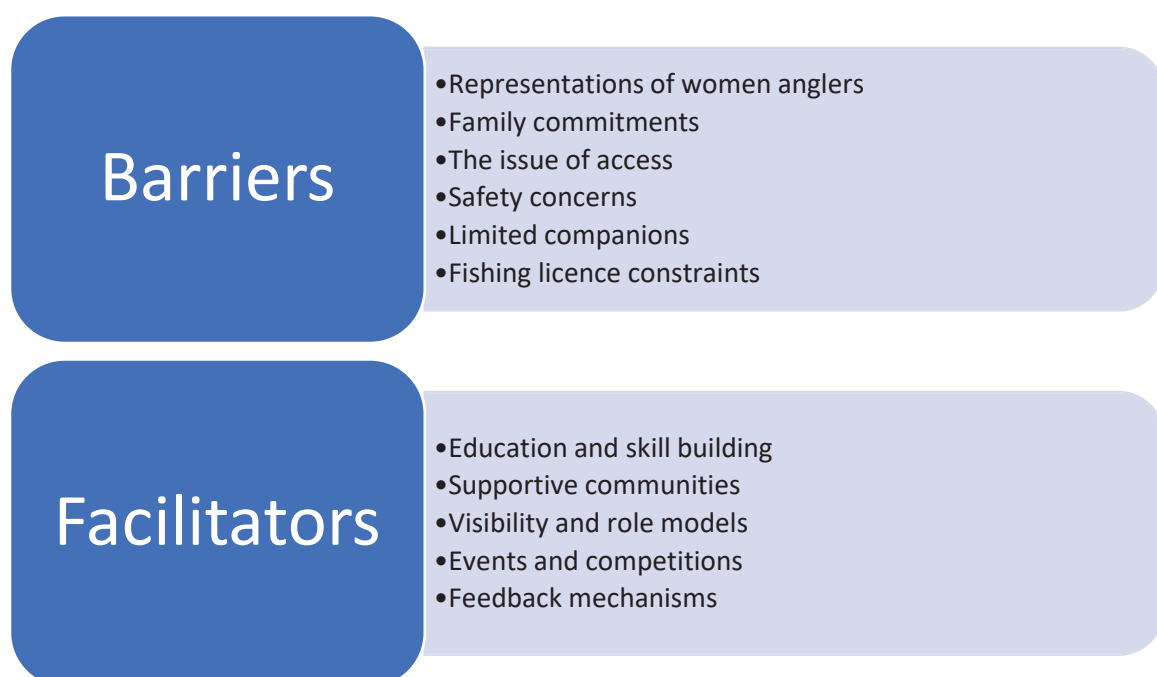


Figure 5-1: Interview themes

The remainder of the chapter explores in more detail the themes presented in **Figure 5-1**. The initial segment of the findings delves further into the impediments encountered by female anglers, elucidating the nuanced reasons why these obstacles hinder women's active engagement and participation in freshwater fishing. Following on from this, a discussion of the facilitators as perceived through the lens of the interviewees is presented. These facilitators encompass recommendations proffered by participants hailing from diverse backgrounds and exhibiting varying levels of proficiency in freshwater fishing (see Table below).

Table 5-1: Interview participants

Participant ID	Number of years fishing	Age	Skill Level
P1	34	35 - 44 years old	Proficient
P2	10	18 - 24 years old	Intermediate
P3	5	25 - 34 years old	Novice
P4	3	45 - 54 years old	novice
P5	40	35 - 44 years old	Proficient
P6	19	35 - 44 years old	Novice
P7	45	45 - 54 years old	Intermediate
P8	20	25 - 34 years old	Novice
P9	14	55 - 64 years old	Intermediate
P10	25	35 - 44 years old	Proficient
P11	50	55 - 64 years old	Intermediate
P12	2	55 - 64 years old	Novice
P13	15	45 - 54 years old	Intermediate
P14	10	55 - 64 years old	Novice
P15	35	55 - 64 years old	Intermediate
P16	2	25 - 34 years old	Intermediate
P17	30	65 - 74 years old	Intermediate
P18	4	55 - 64 years old	Novice
P19	40	65 - 74 years old	Intermediate
P20	33	25 - 34 years old	Highly proficient
P21	56	55 - 64 years old	Proficient
P22	23	45 - 54 years old	Intermediate
P23	50	55 - 64 years old	Novice
P24	40	45 - 54 years old	Intermediate
P25	23	25 - 34 years old	Intermediate
P26	27	25 - 34 years old	Intermediate
P27	1	55 - 64 years old	Proficient
P28	22	35 - 44 years old	Proficient
P29	20	45 - 54 years old	proficient
P30	20	35 - 44 years old	Novice

The findings culminate in Chapter 6 with the provision of constructive suggestions aimed at increasing women angler participation. These recommendations build on those touched upon in Chapter 4 and follow on from the more nuanced discussion of the challenges and opportunities surrounding women's involvement in freshwater fishing presented in this chapter.

5.2 Barriers

In this sub-section, we delve into the multifaceted obstacles that are faced by women anglers. It is vital to better understand these barriers as they distinctly impede the active engagement of women in freshwater fishing.

5.2.1 Representations of women anglers

The interviews showed that while women anglers acknowledged certain advancements, they still perceived a significant lack of representation. Specifically, they expressed concerns about the inadequate portrayal of women in publications such as the Fish and Game magazine, and in TV programmes and online platforms. This is well illustrated in the comments below:

"... maybe some more advertising. For example, I was looking at the billboard on the Hunting and Fishing store, and it was men fishing, men hunting..." (P16)

"... the TV programmes that you see ... the ... fishing shows ... you hardly see women on them." (P9)

"They have pictures of little kids hanging on to fish, but they never have pictures of a woman." (P17)

Participants posited that the presence of women role models holds paramount importance for women aspiring to engage in freshwater fishing. Women require relatable role models, individuals akin to themselves and who are actively participating in freshwater fishing. Acknowledging the prevailing male-dominated nature of the activity, women anglers underscored the necessity of advancing a shift in perception. They argued that by amplifying the visibility of women through relatable imagery and stories, the collective women angler community can foster a profound sense of connection and inspiration. This, in turn, may serve as a catalyst for bolstering self-belief among aspiring women anglers.

5.2.2 Family commitments

Family responsibilities were cited by all participants as a primary impediment to their freshwater fishing. According to their accounts, women with young children find themselves compelled to suspend their fishing activities due to time constraints. However, as their children reach maturity, older women often returned to freshwater fishing. These findings are perfectly illustrated in the following comments from two different women anglers:

"... it's the demands on women, modern women. They are working, they are taking care of families. All the women that I fish with either don't have children or their children are grown up so there are very few who have young families, and I do think it's a time demand thing." (P7)

"My children are four and five and only now am I getting to the stage where I want to get back into it [freshwater fishing]. I have six odd years that I haven't been on proper fishing trips." (P10)

Additionally, changes in family circumstances were described as a key factor in why some women transitioned from one licence type to another, with many primarily shifting from full-year licenses to day passes. This transition appeared to afford them a sufficient degree of flexibility to coordinate their schedules and fishing excursions in accordance with the requirements of their families.

As indicated by the participants, encountering constraints due to family obligations is an established aspect of women's lives. Typically, this entailed a concomitant sentiment of guilt concerning the allocation of time and financial resources to personal pursuits such as fishing:

P15: "I feel guilty that if I go out and I spend the time and the money on myself, then I'm not putting it into the family. My husband never feels like that!" (P15).

On the theme of family commitments, it is also important to recognise that women who are mothers of young children can still engage in angling, albeit with distinct requirements and limitations. With this in mind, participants pointed to a need for organized events and activities that are customized to

meet the specific needs of mothers with young children. Such events may provide more and better opportunities for mothers and their young children to take part in freshwater fishing as a family unit. Further elaboration on this topic is provided in the later section 'Facilitators'.

5.2.3 The issue of access

From speaking with women anglers, access emerged as a multifaceted constraint encompassing the availability, or lack thereof, of resources including equipment, knowledge, and location-specific information. The lack of access in any of these dimensions was found to be a precursor to a number of associated challenges.

5.2.3.1 Information access constraints in women angler recruitment

A focal point of the interviews revolved around discerning how women anglers had been introduced to freshwater fishing, the purpose being to help provide evidenced-based understandings of how future women angler recruitment might be bolstered. In this context, participants were asked about their personal background and the manner in which they were initially introduced to freshwater fishing. Responses revealed a recurring pattern and one that reinforced some of the survey findings: during their formative years, a family member, often a man, had played a pivotal role in socialising women into the world of freshwater fishing. Crucially, this early socialisation had helped forge a lasting connection to the activity, fostering a sense of familiarity and attachment:

"[My cousin] would go down to fish every evening at the end of his working day on the farm, and I thought, "Ah, that sounds like a nice thing to do." (P17)

"... as a child, there was always somebody in the family that was going fishing." (P17)

Some women also spoke about how, especially in the early stages of being introduced to freshwater fishing, they lent heavily upon the support of those with relevant fishing knowledge and skills (e.g., how to fish, appropriate equipment, how to navigate watercourses, how to ensure personal safety etc.):

"[I need] to have someone around me - in my case my dad - ... that was providing some guidance and some gear and stuff to enjoy and engage more." (P20)

Conversely, it was felt by those who could not 'tap into' such support that they were at a disadvantage:

"I didn't go angling on my own because I had no one to develop [my] riverside skills." (P29)

"... if you don't have family members, a dad, an uncle, a brother, that fish, that introduce you to it, it's really hard to tap into." (P13)

"If you haven't got supportive, competent people to take you out, it's very hard to get involved." (P18)

In not being able to easily tap into support, there are potentially clear implications when it comes to angler retention. As such, it may be necessary for FGNZ to consider what support is currently in place for women anglers that are new to freshwater fishing, and how, if at all support might be increased.

Somewhat relatedly, the women we spoke to were in agreement about the important role of one-on-one personalised guidance for enhancing participation in freshwater fishing. They also posited that online educational resources, while valuable, fall short in terms of adequately addressing the needs of novices, particularly site-specific information relevant to their localities. With these issues in mind, the participants conceded that hiring a professional angling guide represents an optimal choice for skill development. However, the prohibitive cost to hire a guide can render this option inaccessible to a substantial portion of (would-be) women anglers:

“I don't think there's a lot of help if you do not already know someone doing it. ... I don't see any groups, like Facebook groups, that are specifically for women and fishing. And unless you're willing to pay obviously those big prices to go out with a guide.” (P2)

The comment above offers a clue about how to provide support outside of professional guides, with informal fishing groups clearly having a role to play. Moreover, as the comment below suggests, enabling such groups may help to nurture a network of like-minded individuals who can share knowledge and skills:

“it's almost having that little network or something around you, so that you feel like, as a female angler, you can go and learn about the gear that you have, the regulations that are in place ...” (P8)

5.2.3.2 Lack of access to suitable fishing equipment

As illustrated in the comments below, participants asserted that sourcing appropriate fishing equipment tailored to their needs remains a considerable challenge:

“I've got men's waders that fit my weight-lifting thighs. I wear a men's large so that I can put a couple of layers on and still be able to step up on a high bank and kneel down and get back up without the waders being too tight ... And then, it's got this beer belly... I've gotta like strap all this extra material round.” (P13)

“You have to buy men's waders. So, if you get a small foot size for female, the size of the wader would be really small ... they're not at all fit for purpose for women often.” (P10)

“They [fishing retailers] only had the odd woman's wading size ... I felt they were limited in their supply of women's stuff.” (P14)

At the same time, participants also underscored the importance of securing appropriate fishing equipment as a cornerstone for an enjoyable and successful fishing experience. In this sense, the lack of suitable gear can have a detrimental impact on the fishing experience. The question here is can FGNZ do more to encourage fishing gear manufacturers and retailers to bring new / more women-specific gear into the market?

Women anglers also acknowledged that the cost of suitable gear can be a major impediment. Consequently, they emphasized the importance of possessing a comprehensive understanding of essential gear requirements so that they could make well-informed purchases. This understanding, coupled with guidance from knowledgeable sources, is deemed essential to prevent wasteful expenditure on unsuitable gear.

5.2.3.3 Accessing Location-Specific Information

Finally, in relation to the theme *'The issue of access'*, there were many women anglers who argued that a lack of familiarity with fishing locations can significantly hinder their experiences. Moreover, several women expressed a reluctance to explore new sites unless they could access precise details about various aspects, such as how to navigate fishing waters, land ownership status, parking facilities, and required walking distances. Here, again, women were clear about the sort of information they want:

"...access to comprehensive interactive maps ... [that] show you all the access points and tell if the land is privately owned or whether it's public access ... What parking is like, do you park on the road? Do you have to walk from the road? Or is the access underneath the bridge ..." (P22)

"... there's no signs on leading to the river mouth saying how dangerous it is." (P21)

According to the participants, access to this type of information would not only enhance their feeling of safety but it could also help in trip planning, especially in areas where trespassing onto private properties is to be avoided.

5.2.4 Safety concerns

Looking more closely at the topic of safety, concerns revolved around a combination of perceived and actual risks related to freshwater fishing. Encountering intimidation from male anglers was one issue that influenced the choice of fishing locations:

"I've definitely had a hard time from some guys on the river. One time, there were a group of three that were really pushing me out of a pool ... I didn't feel physically unsafe, but I felt like if I escalated it and called them out on it, it could have been because it was very remote. So, it's definitely a factor." (P29)

"... those places are quite isolated. What if there's a dodgy man out there, and I'm by myself!? I'm just not going to put myself in that situation. I'd rather go like locally where I know there are lots of other people." (P1)

At the same time, however, many of the women we spoke with articulated that their gender predisposes them to vulnerability, a reality applicable across various activities, not just fishing. Furthermore, despite some instances of harassment by men at river sites, the majority of women anglers reported positive interactions with men anglers. They also acknowledged the value of meeting fellow anglers on-site and the communicative exchanges that ensued:

"... both on the river and in shops. I think many of the men that I've encountered actually quite thrilled to see more women on board." (P7)

Safety concerns also extended to fearing physical injury and the perils associated with activities such as river crossings and solo fishing. Given the inherent dangers of fishing, especially in remote backcountry areas, the feasibility of receiving prompt assistance in the event of an injury diminishes. In response to this, participants collectively acknowledged that optimal safety on the water is contingent upon establishing a network of contacts and the forming of connections with other (women) anglers, be they friends or family. This collaborative approach was emphasized as the most effective strategy to ensure a safe and secure, and therefore more enjoyable, fishing experience:

“I probably will almost always fish with my partner anyway, because I think it's a health and safety thing as well that if you get into trouble, there's always someone else.” (P12)

“For me it's having the ability that if I have to change, if I need to go the toilet, there's actually nothing around. It's very hard. You need to be near cafe or restaurant or home. but if I'm with someone that I can trust. I can actually say, can you look after my gear? Or can you come with me? It's a safety thing for me.” (P4)

“I like to go with others, because the style of fishing we normally do is crossing rivers, and it's dangerous. So, I don't think it's good to go on your own, especially with the bigger rivers we have here.” (P22)

Consequently, safety and security concerns are intrinsically connected to the availability of a fishing companion. Women perceive safety in numbers, emphasizing that having more individuals to fish with constitutes a paramount protective measure. Nonetheless, finding a fishing partner is not easy, particularly for those lacking a familial or close friendship network for fishing companionship. In turn, a lack of companions presents another substantial impediment influencing women's participation in freshwater fishing.

5.2.5 Limited fishing companions

Building a community of women anglers remained a challenging endeavour for many of those we spoke to. However, the desire for a local women angler community, characterized by a gathering of individuals sharing similar interests and offering mutual support, is a prominent aspiration:

“For me to get comfortable ... and get to that space within fly-fishing, where I could rig up my own rod, kind of know where to go and stuff ... I needed contacts. I needed, um, I needed a little bit of help and guidance ...” (P13)

“There is a real energy, there is a feminine energy of support, fun, laughter, non-competitiveness... sharing, celebration – you don't necessarily have to catch a fish to be celebrating. You know ... if someone else catches a fish, there's a celebration, you know, it's a much more... a collegial... sort of group activity.” (P15)

The majority of participants expressed a strong inclination towards having a fishing companion who would enable them to engage in fishing more frequently and access a wider range of locations. Nevertheless, they encountered challenges in identifying avenues to establish such connections, not least of all at waterways, where other women anglers may be rare. A number of participants had attempted to join fishing clubs but had found themselves in the minority, often being the only women. This often resulted in discouraging experiences, leading some women anglers to withdraw from such clubs. Furthermore, a subset of participants acknowledged that the reception from male anglers within clubs is not always welcoming, a factor that compounds their reluctance to engage further. Of course, being in the minority within a fishing club, let alone being the only women, can also result in a feeling of being the novice amid more experienced anglers. This in turn becomes another barrier, preventing some women anglers from asking questions that they perceive to be trivial or naive. As such, ongoing skills development is negatively impacted.

5.2.6 Fishing licence constraints

Several participants expressed the view that fishing licenses lack the requisite flexibility for introducing newcomers to the sport. This point is well illustrated in the comment below:

"I've had three people asking if they could come with me, and it's not that hard for me to lend them stuff, or to find an extra fishing rod, but for them to then go buy a license, especially if some of them just want to try for maybe half an hour and then they want to maybe sit by the river. But that's very expensive for them to only try for an hour ..." (P17)

Some participants proposed the idea of having a bonus or incentive that would, as a licence holder, allow them to bring along a friend for a day of fishing. They recognised the complexity of implementing such a system but argued that freshwater fishing, especially for beginners, seems less appealing than sea fishing due to the need to purchase a licence. 'Bring-a-friend' days could provide the opportunity for more women to try out freshwater fishing before buying their own licence.

One woman we spoke to also highlighted a specific issue with day passes, noting that these are typically non-transferable to another day. This lack of flexibility can pose a challenge for anglers, especially those with challenging schedules or who face unforeseen circumstances (e.g., as a result of family commitments):

"So I'd say the licence isn't really fit for purpose ... you can't transfer it to the next day." (P3)

Another issue had to do with the family licence and, in particular, the requirement that the primary licence holder (generally a husband/partner) must always be present. This requirement was viewed as being problematic for almost all the women we spoke to who had held, or hold, a family licence, in that the requirement can restrict one's ability to fish alone or with others:

"... just a little bit of clarification needs to be made around. I think if you buy a family licence the licence holder who is the primary licence holder needs to be always with you. I don't think that's fair." (P4)

"I bought a family licence, but we all need a card, because we all have our own cars; we all have our own mates." (P13)

"One of the things that the women picked up is that if you buy a family licence, it will generally be in the husband's name... it covers the family, but you all have to be at the same location. So, if the female partner, wants to go and fish on her own ... she has to go and buy her own individual licence ... what the women felt, that it was sort of a spin off that you wouldn't be fishing on your own." (P15)

As evidenced in the last comment especially, the restrictive nature of the family licence had forced some women to switch from a family licence to an individual license. In some cases, this change was also prompted by different anglers within the family wanting to fish different water types (e.g., one angler wanting to fish from the shore while another preferred fishing on the water), making it difficult for them to maintain a legal distance from each other as required by the family licence.

Notably, too, some respondents also shared that despite holding licences for numerous years, their engagement in surveys has been sporadic until recently. This irregular participation is believed to be

linked to their secondary status as licence holders³. Crucially, though, the desire for improved representation, engagement, and resources, remains and thus presents a compelling opportunity for FGZ to enact meaningful changes that promote inclusivity and empowerment within the freshwater fishing community.

5.3 Facilitators

From an examination of the barriers faced by women anglers, attention now turns to exploring key factors that might better help facilitate (more) women's participation in freshwater fishing. In this sense, the facilitators described in the following subsection represent the suggestions put forth by women anglers from varying backgrounds and proficiency levels. Such suggestions offer constructive feedback on how women's participation and involvement in freshwater fishing may be enhanced.

5.3.1 Education and skill building

Insights gleaned from participants emphasised the value of equipping women with the knowledge and skills required for freshwater fishing. Many of the women we spoke to pointed to the need for education and learning initiatives tailored to the specific needs of new and/or experienced women anglers:

"We like to watch... see how it all works, how to get it all set up." (P8)

"They want something more female oriented." (P18)

More specifically, crafting workshops and educational videos specifically tailored to address topics such as safety and fishing equipment, along with providing geographical insights, holds the potential to help furnish women anglers with the requisite knowledge - and self-assurance - to be able to confidently take part in freshwater fishing:

It is also important to acknowledge that as women's needs evolve across various stages of their lives, so too might their requirements. For instance, the perception of safety holds distinct nuances for elderly women in contrast to those in midlife:

"I think just thinking about what people at certain stages of their life need. So, like for elderly woman, it will be a different thing." (P19)

With this in mind, it was seen as important to also provide education and learning initiatives designed to meet the differing and/or evolving needs of women anglers (e.g., in terms of skill, knowledge, etc.). Here, providing a variety of education and learning opportunities was seen as key to both recruiting and retaining women anglers:

"... having a variety of offerings, you'll collect more people up." (P13)

As well as educational initiatives, the women anglers we spoke to also called for more community-building activities. Such activities, as described below, were seen as important for providing women anglers with opportunities to connect with one another and to find angling companions. Moreover,

³ Email addresses are not collected for secondary holders of a family licence and, as such, the individuals are unlikely to receive surveys or other communications from FGZ.

there was a general feeling that a void exists in terms of accessible information hubs tailored to the needs of beginner women anglers, further emphasizing the need for improved resources.

5.3.2 Supportive communities

Within this subsection, we expound upon the significance of fostering a supportive angling community. In terms of community building, establishing a supportive online and offline community for women anglers to connect, share experiences, and exchange tips, was seen as crucial. Participants' recommendations underscore the pivotal role of mentorship and inclusive initiatives designed to encourage women anglers.

Women anglers have yet to fully secure representation within fishing clubs. While the establishment of clubs need not be gender-exclusive, the benefits of mixed-gender clubs are evident in the sharing of information and knowledge. Notwithstanding the above, introducing initiatives specifically tailored to, and led by, women anglers can offer distinct advantages. Such initiatives may help foster a broader network of fishing companions, thus facilitating an additional source of empowerment rooted in camaraderie, collaboration, and shared understanding.

In the contemporary landscape, social networks and online platforms offer a viable alternative when in-person interactions are constrained. Establishing 'digital communities' holds the potential to connect women anglers who may be geographically and/or socially distanced from one another. A notable example of this currently in practice is the *Women on the Fly* Facebook group, which has successfully united more than 100 women fly anglers. This initiative emerged from the initial founders' aspiration to cultivate a network among women fly anglers. The initial encounter of the group occurred during a workshop designed for women and subsequently evolved into a community that is primarily sustained via online interactions:

"They're all from different angling clubs: Auckland, Tauranga, Taupō, Wellington. There are five that came up from Wellington. And so, we just connected ... via that private group [Women on the Fly], as well as instant messenger, [and] instant Facebook messenger." (P4)

Importantly, such a group also opens up opportunities for companionship:

"We're all from different towns. There is no other opportunity ... to meet up with other women. I'll go meet up with these gals because I've got somebody to fish with". (P15)

It is clear from speaking with women anglers that FGNZ can play a pivotal role by endorsing and fostering more of these sorts of pioneering community-building initiatives. By bringing together women anglers who are passionate about freshwater fishing, a multitude of prospects for amplifying women's participation emerges. By providing support for new or existing community-building initiatives - whether through resources, promotion, or collaboration - FGNZ can significantly contribute to expanding opportunities for women to become (more) involved in freshwater fishing:

"At the moment, it's really just me, leading it, and doing it, and... you know, I'm retired, so I've got the time, and I've got some skills and, um... and I enjoy it. How can Fish and Game support it going forward? I think it is about supporting ... or looking for breakthroughs, and then supporting them." P15

While traditional fishing clubs may not yet fully represent, or be representative of, women, the emergence of digital networks like the *Women on the Fly* group highlights the potential to unite

women anglers. As participants alluded to, such networks foster connections and provide invaluable opportunities for women to share their passion for freshwater fishing.

5.3.3 Visibility and role models

Many of the women we spoke to highlighted a need to better showcase women anglers in marketing materials, social media, and events. Here, the remarkable and everyday stories of women anglers, marked by their achievements and experiences, were seen as deserving of broader visibility. Accordingly, it was suggested that such stories should be disseminated widely, but particularly through educational materials that offer insights from the unique perspectives of women anglers. First, though, women anglers must be actively invited into this process:

“Women presenters, if they (FGNZ) can get it ... I think that’s gold. And you’ve actually got some women around, who can. And they’ve got the skill level, and... and they need to be asked, so that they start to get more confident, and go, “Yeah I do, I do know what I’m doing, yes I’d be happy to go and help do that.” (P13)

As many of the participants aptly expressed, the inclusion of women presenters and role models can inspire and empower others.

5.3.4 Events and competitions

Many that we spoke to also indicated a need for more organised, but social, angling events and tournaments aimed specifically at women. Such events and tournaments were seen as having the potential to provide a platform for showcasing skills and further promoting camaraderie, yet are still few and far between:

“It [a fish hatchery in the North Island], was more advertised toward kids. I know that every year they do a kids barbecue, a kids day, where they can come and learn to cast. And it was like, my boys didn’t care. I was the one that wanted to go, but it was a kids’ event, so I didn’t go along.” P29

“... put on events, you know, every two months or three months, where there’s a beginners’ event, come along, hold the rod, cast the rod” P23

Organised social events/tournaments with a specific focus on learning appeared to represent a positive avenue for women of varying skill levels to glean invaluable insights. Such events were seen as providing a chance to extend a welcoming platform wherein women anglers, regardless of skill level or experience, could derive benefit. Social events and tournaments can serve as optimal environments for forging fresh connections and broadening the networks of women anglers. Such events can also create mentorship opportunities, wherein experienced women anglers can guide newcomers:

“Maybe they could instigate some groups for women, especially beginner ones who are interested in fishing, and then Some other more experienced woman could take them out, possibly.” (P13)

For many of the participants, there was a general feeling that, in the context of freshwater fishing, women often respond more positively to guidance and mentoring from other women. They appeared to value the opportunity to be supervised and instructed by seasoned women anglers who could provide guidance tailored to women's unique needs. This approach is seen as not only effective but

also supportive in fostering a sense of belonging and empowerment among the women angler community.

Finally, consideration must also be given the timing of organised social events and tournaments. For example, in considering family commitments and time constraints imposed upon many women, it was suggested that events and tournaments be held regionally or locally in order to better facilitate engagement and participation:

“Regional [and local] events are really powerful, because it's really hard for women to travel. Any woman with children is not going to go and take three days off to go to another place. It's a massive thing for them to do to arrange childcare.” (P15)

5.3.5 Feedback mechanisms

Opportunities to share feedback was another area where women anglers saw room for improvement. Specifically, it was suggested that there is a need to implement more effective mechanisms to gather feedback from women anglers. Moreover, it was also seen as vital to show that any feedback is acted upon.

As touched upon previously, despite having held numerous licences, some of the women anglers we spoke to felt that there was limited engagement from FGNZ. They expressed a strong desire to actively participate in surveys in order to share their perspectives. Again, though, it is important that surveys, and other communications, reach the intended audience:

“I did think it was worth doing [i.e., the online survey sent out as part of this study]. But then I went to a friend's place. She fishes, and her husband does, too, and I mentioned it to her, and she knew nothing about it. [However] her husband had seen it and he said ‘I was going to tell you about that, but I didn't think it was worth it.’ I couldn't believe my ears!” (P28).

Comments such as this clearly highlight the eagerness of women anglers to engage in dialogue. Fostering open channels for communication and collaboration between women anglers and organizations like FGNZ is therefore seen as vital.

6 Recommendations

Recruitment, retention, and reactivation (R3) is an ongoing strategy for FGNZ as they seek to increase and diversify participation in, and support for, freshwater fishing. Drawing upon the insights gathered from both phases of the research we provide several recommendations for FGNZ to consider. Whilst it is acknowledged that there are subtle differences across the spectrum of women anglers (as indicated in Chapter 4), the recommendations below should be seen as practical measures that, if implemented, may help to close some of the gaps in services and outreach that women anglers, in general, currently perceive to exist.

6.1 Develop tailored workshops, educational materials, and events

As the survey and interviews show, many women anglers viewed a lack of skill and/or confidence as factors that limit their participation in freshwater fishing. FGNZ are therefore encouraged to create and/or facilitate more workshops, tutorials, and educational materials tailored to women anglers. These resources should aim to enhance skills and boost confidence. Workshops can cover various aspects, including fishing techniques, safety measures, and local site information. By helping to provide, or facilitate, these resources, FGNZ can play an important role in empowering women to feel more competent and confident when participating in freshwater fishing. Providing ongoing and tailored support to new and experienced women anglers via workshops, educational materials, and events should be seen as potentially important for the retention, and, perhaps, reactivation, of women anglers. The recent inaugural [Women's Fly Fishing Forum](#), organised by the Wakatipu Anglers Club (Queenstown) and supported by FGNZ, provides an excellent example of what is possible in this space. Social angling events and tournaments, specifically designed to encourage women's participation, can provide a platform for female anglers to showcase their skills, build camaraderie, and enjoy the sport in a supportive environment. Hosting such events sends a clear message of inclusivity and can be a catalyst for increasing women's engagement in freshwater fishing.

6.2 Provide support for the development of new and existing networks

Relatedly, FGNZ can take the initiative to further help establish, foster, and provide ongoing support for, networks of women anglers. Networks, such as those that already exist (e.g., *Women on the Fly*), can occur online and/or in-person. Such networks, as evidenced by the [Women on the Fly](#) group, can serve as platforms for women to connect, share their angling experiences, and exchange tips. By actively helping to create similarly meaningful networks of like-minded individuals, FGNZ can play an important role in facilitating the sharing of knowledge and camaraderie, factors that can be particularly beneficial for newcomers seeking guidance and/or lapsed anglers looking to reconnect with the sport. In this way, establishing and supporting networks of women anglers should be seen as vital to FGNZ's R3 strategies.

6.3 Increase the visibility of women anglers

A significant proportion of women anglers feel that they are not well represented by FGNZ. Moreover, many women anglers are of the view that freshwater fishing continues to be moulded after men. The organisation is therefore encouraged to more actively showcase women anglers in their marketing materials, social media campaigns, and events. Given the relatively high reliance by women anglers on the FGNZ website and magazine (see section 4.14), priority should be placed on improving visibility

in these resources. Highlighting women's participation in fishing can help to promote inclusivity and provide role models for other aspiring women anglers. By featuring diverse voices and experiences of women anglers, FGNZ can help to challenge gender stereotypes and encourage more women to take up angling. It may also be important to consider how freshwater fishing is being communicated to woman anglers. As this study has shown, most women anglers look to freshwater fishing as a means to relax in natural outdoor environments. It is therefore important to capture this in marketing materials and social media campaigns. Organised events should also be designed with this in mind. It may also be necessary to consider how freshwater fishing can be showcased as an activity that can be easily combined with other outdoor (family) pursuits such as tramping.

6.4 Work to increase representation within FG councils

As well as taking care to 'outwardly' represent women anglers in marketing materials and other communications, FGNZ are also encouraged to take an inward-looking approach. In 2022, of 128 Fish and Game councillors, only three (or 2%) were women. The lack of representation of women anglers in councils is problematic, not least in terms of perpetuating deeply engrained stereotypes. There remains, as evidenced in this study, a perception that FGNZ, and the councils therein, is a 'boys club'. Whether accurate or not, it is important to continue to address these negative perceptions in a genuine way and, at the same time, encourage more women to take up leadership and/or governance roles within the organisation. This aligns with the feedback from a [Ministerial Review of FG NZ published in 2021](#), wherein it was recommended that FGNZ "should build on its existing programmes to build its licence holder base, and in particular to attract a broader demographic. Consideration should be given ... for setting appropriate targets in this area" (Clark & Mills, 2021). With this in mind, and coupled with the ongoing comments of many women anglers who took part in this study, the Fish and Game Council is further encouraged to reflect on the efficacy of existing target-driven programmes designed to increase the representation / participation of women anglers in Councils.

6.5 Improve feedback mechanisms

FGNZ should establish a structured mechanism to gather feedback from women anglers. This feedback can be collected through targeted surveys, focus groups, or direct interactions (e.g., during licence checks). By listening closely to the perspectives and suggestions of women anglers, FGNZ can make informed decisions and continuously improve their initiatives. This will help to ensure that the organization remains responsive to the evolving needs and preferences of women anglers. As a way of potentially gathering more insights from women anglers, FGNZ are encouraged to collect email address for all licence holders, including secondary holders of a family licence. At present these licence holders are not required to provide an email address and, as such, a sizable proportion of the licence base (many of whom are women) may not receive invitations to provide feedback.

6.6 Evaluate the family licence

Many women anglers are the secondary licence holder on a family licence. However, this restricts some women from participating in freshwater fishing in the way they would like to. The regulations for the family licence state: '*Secondary licence holder can fish with children without the primary licence holder present but unable to use this licence to fish alone*'. Many secondary licence holders found this restriction to be somewhat unfair as it offers no opportunity to fish alone (or with friends). So, what alternatives, if any, could FGNZ make available so that affected women anglers could be free to fish alone or with friends at times but without the need to make additional licence purchases? One

suggestion would be to consider slightly loosening the restrictions for secondary family licence holders so as to provide more flexibility. This could be done, for example, by allowing secondary licence holders a certain number of days per month / season where they can fish alone or otherwise outside the family. Whilst we fully acknowledge the administrative challenges that this may entail, such a change could allow secondary family licence holders a degree of extra flexibility whilst at the same time helping to maintain the integrity / value of an individual full season licence.

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8 Appendices


8.1 Appendix 1: Survey instrument

Q1* Firstly, we would like to find out a little more about the type of freshwater angler you are.

Q2* **At about what age did you first go freshwater fishing? (Please state your answer as a number, e.g. 24)**

Q3*

Approximately how many years have you participated in freshwater fishing?

Number of years	
	0 10 20 30 40 50 60 70 80
Years spent participating in freshwater fishing ()	

Q4* **Which of the following statements most accurately reflects your freshwater fishing participation?**

- Since I first started going freshwater fishing, I have been freshwater fishing every year
- Since I first started going freshwater fishing, I have been freshwater fishing most years
- Since I first started going freshwater fishing, I have taken a number of breaks from freshwater fishing

Q5* **What category of licence did you last purchase or hold?**

- Individual full season (including Whole Season, Loyal Senior, Local Area)
- Family full season and I am/was the **primary** licence holder
- Family full season and I am/was the **secondary** licence holder
- Individual part season (including Day, Short/Long Break, Winter)

Q6* **Since you first started buying a fishing licence, have you typically always purchased or held this category of licence?**

- Yes
 - No
-

Display This Question:

If Q6 = No

Q7* What category of licence did you typically purchase or hold most often in the past?

- Individual full season (including Whole Season, Loyal Senior, Local Area)
- Family full season and I was the **primary** licence holder
- Family full season and I was the **secondary** licence holder
- Individual part season (including Day, Short/Long Break, Winter)

Q8 Who introduced you to freshwater fishing? (Please tick as many options as you would like)?

- Grandfather
- Grandmother
- Father
- Mother
- Spouse/partner
- Other relative (please state) _____
- Male friend(s)
- Female friend(s)
- Males work colleague(s)
- Female work colleague(s)
- No one, I discovered the sport by myself

Q9 In a typical year, do any other women/girls in your household go freshwater fishing?

- Yes
- No

Display This Question:

If Q9 = Yes

Q10 Of the other women/girls in your family who go freshwater fishing, are they... (please tick as many options as you would like)

- Grandmother
- Mother
- Spouse/partner
- Daughter(s)
- Granddaughter
- Niece
- Other relative _____

Q11 Have you played a role in introducing another women/girls into freshwater fishing?

- Yes
 - No
-

Display This Question:

If Q11 = Yes

Q12 Of the other women/girls that you have introduced into freshwater fishing, were they... (please tick as many options as you would like)

- Grandmother
- Mother
- Daughter(s)
- Granddaughter(s)
- Spouse/partner
- Niece
- Other relative(s) (please state) _____
- Friend(s)
- Work colleague(s)

Q13* When being introduced to freshwater fishing, how important was each of the following influences?	Extremely important	Very important	Moderately important	Slightly important	Not at all important
Attending a Fish & Game New Zealand 'Take a Kid Fishing Day' event (or similar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeing freshwater fishing on a TV programme or internet (e.g. YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities at school or youth group (e.g., Guides, Scouts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friend who was a freshwater angler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partner/spouse was a freshwater angler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family member/s (excluding partner/spouse) was a freshwater angler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading a fishing/hunting magazine (e.g., Fish & Game Magazine, NZ Rod & Rifle etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going on a family nature outing as a child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tasted a freshwater fish that someone had caught	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I participated in another outdoor activity (e.g., camping, tramping, boating) and freshwater fishing was added to this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was no specific influence, I was just curious and wanted to give it a go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other influence (please state)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14* In a typical season, please indicate the extent to which you participate in each of the following types of freshwater fishing.

	Always	Mostly	Occasionally	Rarely	Never
Fly fishing (shore based)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spin fishing (shore based)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bait fishing (shore based)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing from a boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15* In a typical season, please indicate the extent to which you fish each of the following freshwater types.

	Always	Mostly	Occasionally	Rarely	Never
Large lowland rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small lowland streams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highcountry/remote/wilderness rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16* How would you rate your freshwater fishing skill level?

- Highly proficient
- Proficient
- Intermediate
- Novice

Q17* On average, how many days per year/season do you go freshwater fishing? Please state number of days (e.g. 1, 5, 10)

Q18* During a typical season, to what extent do you fish with each of the following?

	Always	Mostly	Occasionally	Rarely	Never
Just my partner/spouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partner, spouse and child/ren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Just my child/ren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group of family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please state)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19* Do you, or have you ever, used a commercial/professional guide?

- Yes
- No

Q20 Fantastic. In this section please tell us some more about your experiences of being a woman angler in Aotearoa New Zealand.

**Q21 Which geographical area of Aotearoa New Zealand did you/do you MOST REGULARLY freshwater fish?
(Please tick one option)**

- Northland
 - Auckland/Waikato
 - Eastern
 - Taranaki
 - Taupo
 - Hawkes Bay
 - Wellington
 - Nelson/Marlborough
 - West Coast
 - North Canterbury
 - Central South Island
 - Otago
 - Southland
-

Q22 Which other regions have you freshwater fished? (Please tick as many options as you would like) (same options as Q21)

<p>Q23* Below is a list of various reasons why people go freshwater fishing. Please indicate how important each item is to you as a reason for freshwater fishing.</p>	<p>Extremely important</p>	<p>Very important</p>	<p>Moderately important</p>	<p>Slightly important</p>	<p>Not at all important</p>
<p>To be outdoors</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>For relaxation</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Peace and solitude</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>To get away from regular routine</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>For the challenge</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>For family recreation</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>To obtain fish for eating</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>To catch a large/trophy fish</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>To be with my friends</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>To spend time with my partner/spouse</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Physical exercise</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>For the thrill of the catch</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>To experience natural surroundings</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To develop a new skill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To improve my fishing skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To continue family fishing traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factors (please state)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24* Please indicate to what extent you agree or disagree with each of the following statements.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I find that a lot of my life is organized around freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself to be somewhat expert at freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other leisure activities don't interest me as much as freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer freshwater fishing to other recreational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others would probably say I spend too much time freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I stopped freshwater fishing, I would probably lose touch with a lot of my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of my friends are in some way connected with freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Because of freshwater fishing I don't have time to spend participating in other leisure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q25 Please indicate to what extent you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
It is important for me to be around like minded individuals when I fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would prefer to fish with women (rather than men)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I am able to grow my abilities as an angler more around like-minded women/girls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to fish with people of the same skill level as me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to be accepted by fellow anglers in order for me to be able to truly engage in freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshwater fishing has created an identity for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 Please indicate to what extent you agree or disagree with each of the following statements.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
From my experience men are the primary fishing instructors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From my experience a man originally instructed me in freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I am challenging traditional feminine stereotypes by participating in freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me to be truly accepted into the sport of freshwater fishing I have to gain acceptance by men	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect acceptance from women/girls less than I do men	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceive myself to be less skilled than men at freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have found it difficult to be a woman and maintain stereotypical feminine characteristics while freshwater fishing

I feel that freshwater fishing continues to be moulded after men

I have had to contend with gender stereotypes at some point whilst engaged in freshwater fishing

The only way for me to gain status within the freshwater fishing community is to be better or more skilled than men at freshwater fishing

I feel that I have to prove myself to be accepted in the sport, more so than men because I am a woman

I feel that my confidence around my freshwater fishing skills and ability is weaker around men

I feel more confident as an angler when I'm around other women/girl anglers

I think that people view me as a different type of woman/girl (e.g., tomboy) because I fish

I care about how I look when I go fishing

Q27* If they are to behave in an ethical way, I think freshwater anglers SHOULD ...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Follow fishing rules and regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support environmental advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educate other anglers about appropriate fishing behaviour/etiquette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educate family members about appropriate fishing behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Treat other anglers with respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep only enough fish for a meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep fewer fish than the bag limit allows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Release large/trophy fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practice catch and release fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share good fishing spots with other anglers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28* Please indicate to what extent you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
When I go freshwater fishing, I'm not satisfied unless I catch something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A freshwater fishing day can be satisfying even if I don't catch a fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I go freshwater fishing with family and/or friends, I'm not satisfied unless one of us catches a fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29* Do you wish that you could go freshwater fishing more often than you currently do?

- Yes
- No

Q30* Please indicate to what extent each of the following limits <u>your</u> freshwater fishing participation.	Extremely limiting	Very limiting	Limiting	Somewhat limiting	Not at all limiting
Work commitments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family commitments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childcare needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulations too restrictive or unclear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sites are too crowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing locations are too far away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't feel like other anglers accept me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cannot find others to go with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not confident to go by myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will embarrass myself in front of other anglers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor physical health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of skill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fear I might injure myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fear of outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fear of getting lost in wilderness/backcountry fishing areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of a supportive local freshwater fishing club/organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negative attitudes of men toward me as a women/girl angler (e.g., whilst fishing, at fishing retail stores, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of available gear (e.g., waders) designed specifically for women/girls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of success in catching fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other recreational interests competing for my time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other recreational interests competing for my money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:
 If Q30 = Cost of freshwater fishing [Extremely limiting]
 Or Q30 = Cost of freshwater fishing [Very limiting]

Q31* You indicated that the cost of fishing can limit your freshwater fishing participation. Which of the following do you find particularly restrictive (Please tick as many options as you would like)

- Cost of fishing gear/equipment
- Cost of freshwater fishing licence
- Travel costs
- Other costs (please state) _____

Q32* Reflecting on your freshwater fishing participation, to what extent do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
In the past, I have been successful getting around the conditions that may limit my freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People I admire find ways around challenges they face when trying to go freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My family and friends encourage me to participate in freshwater fishing, even when there are obstacles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy overcoming obstacles in order to participate in freshwater fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q34 Please indicate to what extent you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Women/girl anglers are well represented by Fish & Game NZ (e.g., in online material, publications etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish & Game NZ represent men and women/girl anglers equally (e.g., in online material, publications etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish & Game NZ have adequate initiatives that target women/girl anglers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish & Game NZ provide a good level of communication with women/girl anglers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:

If Q34 = Somewhat disagree

Or Q34 = Strongly disagree

Q35 In your opinion, how could Fish & Game NZ improve the way it communicates to, and represents, women/girl anglers?

Q36* Have you ever considered standing for a regional Fish & Game Council?

- Yes
- No
- I have been/am a regional Fish & Game Councilor or Fish & Game Council candidate.

Display This Question:

If Q36 = Yes

Or Q36 = No

Q37* Thinking about the reasons why you have not nominated yourself as a regional Fish & Game Council candidate, please indicate to what extent you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I don't know what a regional Fish & Game Council is/does.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no interest in standing for a regional Fish & Game Council.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't feel I have the necessary skills to be on a regional Fish & Game Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standing for a regional Fish & Game Council is a daunting prospect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't feel my opinions/ideas would be heard or taken seriously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of other women on Fish & Game Councils would make me feel uncomfortable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please state.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q38 Please indicate the extent to which you use each of the following sources to access information about freshwater fishing in Aotearoa New Zealand.

	Always	Most of the time	About half the time	Sometimes	Never
Fishing-related magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing-related TV programmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing-related websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish and Game NZ website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish and Game NZ e-zine (e.g., 'Reel life')	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish and Game NZ emails/newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish and Game NZ magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish and Game NZ printed material (e.g., pamphlets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing-related guidebooks (print)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other freshwater fishing organisations (e.g., fishing club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please state)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40* What is your age?

- 18 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 54 years old
- 55 - 64 years old
- 65 - 74 years old
- 75 years or older
- Would rather not say

Q41* What is your total household income (NZ\$)?

- Less than NZ\$ 20,000
- NZ\$ 20,000 - 39,999
- NZ\$ 40,000 - 59,999
- NZ\$ 60,000 - 79,999
- NZ\$ 80,000 - 99,999
- NZ\$ 100,000 - 139,000
- NZ\$ 140,000 - NZ\$ 199,000
- NZ\$ 200,000 and above
- Would rather not say

Q42* What is your highest qualification?

- No qualification
- Level 1-4 certificate
- Level 5-6 diploma
- Bachelors degree or Level 7 qualification
- Postgraduate and honours degree
- Masters degree
- Doctorate degree
- Other (please state) _____
- Would rather not say

Q43* Which of these people live in the same household as you (tick all that apply)?

- My legal husband, wife or civil union partner
- My partner or de facto, boyfriend or girlfriend
- My son(s) and/or daughter(s), or partner's son(s) or daughter(s)
- My mother and/or father, or parent's spouse or partner
- My sister(s) and/or brother(s)
- My flatmate(s)
- Boarder(s)
- None of the above, I live by myself
- Other

Would rather not say

Q44*(modified for men survey) **Gender: How do you identify?**

- Female
- Non-binary
- Prefer to self-describe, below _____
- Would rather not say

Q45* **What is your ethnicity? (Please tick all that apply)**

- New Zealand European
- Māori
- Pacific Peoples
- Middle Eastern/Latin American/African
- Asian
- Other Ethnicity (please state) _____
- Would rather not say
-

Display This Question:

If Q45 = Pacific Peoples

Q46* How would you best describe your ethnicity? (Please tick all that apply)

- Samoan
 - Cook Islands Māori
 - Tongan
 - Niuean
 - Tokelauan
 - Fijian
 - Other Pacific Peoples
-

Display This Question:

If Q45 = Middle Eastern/Latin American/African

Q47* How would you best describe your ethnicity?

- Middle Eastern
 - Latin American
 - African
-

Display This Question:

If Q45 = Asian

Q48* How would you best describe your ethnicity? (Please tick all that apply)

Southeast Asian

Chinese

Indian

Other Asian

8.2 Appendix 2: Invitation letter to potential participants (Strata 1, 2, 3)

Kia Ora,

Fish & Game New Zealand are committed to managing, maintaining and enhancing the sports fish resource in the recreational interests of all anglers. As part of this commitment the University of Otago, on behalf of Fish & Game New Zealand, are conducting research aimed at understanding the perceptions, opinions, and motivations of **adult women anglers in New Zealand**. The findings will be used by Fish & Game to help support women anglers and to enhance their angling experience.

You have been selected from the Fish & Game email database because you have been named on an individual or family fishing licence at some point over that last five years.

Should you agree to take part in this project, you will be asked to complete a web-based survey that will take approximately 15-20 minutes to complete. You may withdraw your participation without any disadvantage to yourself. (Note: if after completing and submitting your response you wish to withdraw your participation please advise the principal researcher, Stu Hayes (via the email address below), prior to 1st November, 2022).

All completed surveys go into the draw to win one of three NZ\$100 vouchers of your choice, a rod and reel combo from Okuma, or lure and soft bait packs from Wondercast Fishing Tackle or Daiwa!

The survey seeks to collect data on your angling behaviour. You will be asked a range on questions about the following:

- You and your general angling preferences and behaviours
- The key factors that motivated you to start angling, and that keep you angling
- What barriers (if any) you face as a women angler that may prevent you participating as much as you would like to
- How these barriers (if any) may be addressed.

All completed surveys, along with personal information such as email address, will be stored in a password protected computer. Individual survey **participants remain anonymous**, and only combined responses will be reported on. At the completion of the research project, all email addresses will be permanently deleted. The results of the survey will be analysed and used as part of a report presented to Fish & Game New Zealand and in academic publications.

By clicking on the survey link in this email, I agree to take part in this project knowing that:

1. My participation in the project is entirely voluntary;
2. I am free to withdraw from the project up to 1st November 2022 without any disadvantage;
3. Personal identifying information [e.g. email addresses] will be destroyed at the conclusion of the project but any raw data on which the results of the project depend will be retained in secure storage for at least five years;
4. The results of the project may be published and will be available in the University of Otago Library (Dunedin, New Zealand) but every attempt will be made to preserve my anonymity.

Follow this link to the Survey:

Or copy and paste the URL below into your internet browser:

If you have any questions about this survey, either now or in the future, please feel free to contact either:

Stu Hayes
Department of Tourism
Tel: +64 (0) 3 479 8520
Email: stu.hayes@otago.ac.nz

or

Professor Brent Lovelock
Department of Tourism
Tel: +64 (0) 3 479 8520
Email: brent.lovelock@otago.ac.nz

This study has been approved by the Department stated above. However, if you have any concerns about the ethical conduct of the research you may contact the University of Otago Human Ethics Committee through the Human Ethics Committee Administrator (ph. 03 479-8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcome.

Many thanks in advance for your time and feedback.

Yours Sincerely,

Dr Stu Hayes
Department of Tourism
University of Otago

8.3 Appendix 3: Invitation letter to potential participants (Strata 4)

Kia Ora,

You have received this email as you were the named primary licence holder on an Adult Family Fishing Licence at some point over the last five years. As we are interested in the experiences of **adult women anglers in New Zealand**, we would appreciate you making this survey available to the adult women angler named as the secondary licence holder on your licence.

Fish & Game New Zealand are committed to managing, maintaining and enhancing the sports fish resource in the recreational interests of all anglers. As part of this commitment the University of Otago, on behalf of Fish & Game New Zealand, are conducting research aimed at understanding the perceptions, opinions, and motivations of adult women anglers in New Zealand. The findings will be used by Fish & Game New Zealand to help support women anglers and to enhance their angling experience.

Should you agree to take part in this project, you will be asked to complete **a web-based survey** that will take approximately 15-20 minutes to complete. You may withdraw your participation without any disadvantage to yourself. (Note: if after completing and submitting your response you wish to withdraw your participation please advise the principal researcher, Stu Hayes (via the email address below), prior to 1st November, 2022).

All completed surveys go into the draw to win one of three NZ\$100 vouchers of your choice, a rod and reel combo from Okuma, or lure and soft bait packs from Wondercast Fishing Tackle or Daiwa!

The survey seeks to collect data on your angling behaviour. You will be asked a range on questions about the following:

- You and your general angling preferences and behaviours
- The key factors that motivated you to start angling, and that keep you angling
- What barriers (if any) you face as a women angler that may prevent you participating as much as you would like to in the sport
- How these barriers (if any) may be addressed.

All completed surveys, along with personal information such as email address, will be stored in a password protected computer. Individual survey **participants remain anonymous**, and only combined responses will be reported on. At the completion of the research project, all email addresses will be permanently deleted. The results of the survey will be analysed and used as part of a report presented to Fish & Game New Zealand and in academic publications.

By clicking on the survey link below, I agree to take part in this project knowing that:

1. My participation in the project is entirely voluntary;
2. I am free to withdraw from the project up to 1st November 2022 without any disadvantage;
3. Personal identifying information [e.g. email addresses] will be destroyed at the conclusion of the project but any raw data on which the results of the project depend will be retained in secure storage for at least five years;
4. The results of the project may be published and will be available in the University of Otago Library (Dunedin, New Zealand) but every attempt will be made to preserve my anonymity.

Follow this link to the Survey:

Or copy and paste the URL below into your internet browser:

If you have any questions about this survey, either now or in the future, please feel free to contact either:

Stu Hayes
Department of Tourism
Tel: +64 (0) 3 479 8520
Email: stu.hayes@otago.ac.nz

or

Professor Brent Lovelock
Department of Tourism
Tel: +64 (0) 3 479 8520
Email: brent.lovelock@otago.ac.nz

This study has been approved by the Department stated above. However, if you have any concerns about the ethical conduct of the research you may contact the University of Otago Human Ethics Committee through the Human Ethics Committee Administrator (ph. 03 479-8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcome.

Many thanks in advance for your time and feedback.

Yours Sincerely,

Dr Stu Hayes
Department of Tourism
University of Otago

8.4 Appendix 5: Demographic profiles

Women anglers

	Strata 1		Strata 2		Strata 3		Strata 4	
Age	n	%	n	%	n	%	n	%
18 - 24 years old	34	6%	5	2%	30	9%	14	1%
25 - 34 years old	110	19%	32	15%	84	25%	90	10%
35 - 44 years old	83	14%	38	17%	59	18%	160	17%
45 - 54 years old	108	19%	56	25%	64	19%	220	23%
55 - 64 years old	134	23%	54	25%	58	18%	252	27%
65 - 74 years old	86	15%	27	12%	33	10%	170	18%
75 years or older	20	3%	8	4%	3	1%	34	4%
Total	575	100%	220	100%	331	100%	940	100%
Income	n	%	n	%	n	%	n	%
NZ\$ 20,000 - 39,999	59	11%	21	10%	14	4%	60	7%
NZ\$ 40,000 - 59,999	71	13%	16	8%	27	9%	93	10%
NZ\$ 60,000 - 79,999	68	12%	24	11%	44	14%	98	11%
NZ\$ 80,000 - 99,999	73	13%	26	12%	38	12%	112	12%
NZ\$ 100,000 - 139,000	97	18%	39	18%	53	17%	176	19%
NZ\$ 140,000 - NZ\$ 199,000	60	11%	34	16%	54	17%	115	13%
NZ\$ 200,000 and above	37	7%	22	10%	28	9%	49	5%
Would rather not say	86	16%	30	14%	57	18%	209	23%
Total	551	100%	212	100%	315	100%	912	100%
Qualifications	n	%	n	%	n	%	n	%
No qualification	45	8%	21	10%	24	7%	101	11%
Level 1-4 certificate	97	17%	38	18%	67	20%	171	18%
Level 5-6 diploma	87	15%	33	15%	40	12%	138	15%
Bachelor's degree or Level 7 qualification	169	29%	61	28%	100	30%	216	23%
Postgraduate and honours degree	64	11%	23	11%	33	10%	85	9%
Masters degree	53	9%	13	6%	28	8%	42	5%
Doctorate degree	15	3%	3	1%	10	3%	17	2%
Other (please state)	22	4%	9	4%	5	2%	50	5%
Would rather not say	26	4%	15	7%	23	7%	113	12%
Total	578	100%	216	100%	330	100%	933	100%
Ethnicity	n	%	n	%	n	%	n	%
Asian	8	1.4%	7	3.2%	10	3.0%	24	2.6%
Asian, Other Ethnicity	1	0.2%						
Māori	16	2.8%	5	2.3%	16	4.8%	23	2.5%
Māori, Other Ethnicity					1	0.3%		
Māori, Pacific Peoples	1	0.2%		0.0%	1	0.3%		
Middle Eastern/Latin American/African	4	0.7%	1	0.5%	1	0.3%	4	0.4%
New Zealand European	461	79.8%	179	81.4%	240	72.5%	743	79.2%

New Zealand European, Asian					1	0.3%	4	0.4%
New Zealand European, Māori	28	4.8%	13	5.9%	25	7.6%	36	3.8%
New Zealand European, Māori, Other Ethnicity (please state)	1	0.2%						0.0%
New Zealand European, Māori, Pacific Peoples					2	0.6%	1	0.1%
New Zealand European, Middle Eastern/Latin American/African							1	0.1%
New Zealand European, Middle Eastern/Latin American/African, Other Ethnicity					1	0.3%		
New Zealand European, Other Ethnicity	4	0.7%			4	1.2%	7	0.7%
New Zealand European, Pacific Peoples	1	0.2%			1	0.3%	1	0.1%
New Zealand European, Would rather not say			1	0.5%				
Other Ethnicity	43	7.4%	14	6.4%	20	6.0%	78	8.3%
Pacific Peoples	1	0.2%		0.0%	1	0.3%	1	0.1%
Pacific Peoples, Asian		0.0%		0.0%		0.0%	1	0.1%
Pacific Peoples, Other Ethnicity							1	0.1%
Would rather not say	9	1.6%		0.0%	7	2.1%	13	1.4%
Total	578	100%	220	100%	331	100.0%	938	100%

Men anglers

	Strata 1		Strata 2		Strata 3		Strata 4	
	n	%	n	%	n	%	n	%
18 - 24 years old	3	2%	1	1%	8	4%		0%
25 - 34 years old	9	5%	8	5%	20	9%	1	2%
35 - 44 years old	14	7%	23	14%	21	10%	7	14%
45 - 54 years old	41	21%	38	24%	53	25%	12	24%
55 - 64 years old	50	26%	35	22%	49	23%	16	33%
65 - 74 years old	53	27%	44	28%	42	20%	8	16%
75 years or older	24	12%	10	6%	17	8%	5	10%
Would rather not say	1	1%			2	1%		
Total	195	100%	159	100%	212	100%	49	100%
Income	n	%	n	%	n	%	n	%
Less than NZ\$ 20,000	5	3%	2	1%	4	2%	3	6%
NZ\$ 20,000 - 39,999	25	13%	8	5%	13	6%	3	6%
NZ\$ 40,000 - 59,999	20	10%	13	8%	13	6%	7	15%
NZ\$ 60,000 - 79,999	20	10%	10	6%	19	9%	6	13%
NZ\$ 80,000 - 99,999	22	12%	14	9%	22	10%	5	10%
NZ\$ 100,000 - 139,000	27	14%	36	23%	51	24%	5	10%
NZ\$ 140,000 - NZ\$ 199,000	29	15%	32	20%	23	11%	7	15%
NZ\$ 200,000 and above	20	10%	19	12%	41	19%	7	15%
Would rather not say	23	12%	23	15%	25	12%	5	10%
Total	191	100%	157	100%	211	100%	48	100%
Qualifications	n	%	n	%	n	%	n	%
No qualification	29	15%	17	11%	22	10%	4	8%
Level 1-4 certificate	28	15%	25	16%	30	14%	9	19%
Level 5-6 diploma	22	11%	31	20%	33	16%	5	10%
Bachelors degree or Level 7 qualification	28	15%	29	18%	42	20%	9	19%
Masters degree	12	6%	14	9%	16	8%	5	10%
Postgraduate and honours degree	15	8%	13	8%	26	12%	2	4%
Doctorate degree	3	2%	4	3%	6	3%	3	6%
Other (please state)	43	22%	14	9%	22	10%	7	15%
Would rather not say	12	6%	11	7%	14	7%	4	8%
Total	192	100%	158	100%	211	100%	48	100%
Ethnicity	n	%	n	%	n	%	n	%
Asian	2	1.0%	1	0.6%	4	1.9%	1	2.1%
Māori	1	0.5%	3	1.9%	5	2.4%	2	4.2%
Māori, Other Ethnicity (please state)	1	0.5%			1	0.5%		
Middle Eastern/Latin American/African			1	0.6%				
Middle Eastern/Latin American/African, Other Ethnicity (please state)					1	0.5%		
New Zealand European	161	83.0%	133	84.2%	170	80.2%	37	77.1%

New Zealand European, Māori	3	1.5%	5	3.2%	10	4.7%	4	8.3%
New Zealand European, Other Ethnicity (please state)	2	1.0%			1	0.5%	1	2.1%
Other Ethnicity (please state)	22	11.3%	15	9.5%	18	8.5%	2	4.2%
Pacific Peoples, Other Ethnicity (please state)					1	0.5%		
Would rather not say	2	1.0%			1	0.5%	1	2.1%
Total	194	100%	158	100%	212	100%	48	100%

8.5 Appendix 6: Verbatim responses to 'In your opinion, how could Fish & Game NZ improve the way it communicates to, and represents, women/girl anglers?'

Strata 1
<p>This survey appears to be written by a man and has incredibly narrow questioning requiring an answer within a certain box which infers women struggle with issues of acceptance and self agency within the industry, rather than it being an issue of ethics and aligned values. Where is the questions around "do you agree with fish and game over-arching strategies" and how does this impact your membership.</p> <p>I really struggle to identify at all with fish and game as a woman and a human being because I have fundamentally different ecological and environmental values, and do not see this reflected in any of their material I am frequently bombarded with. Yet as I wish to fish, I am forced to be a member. I wonder if I am alone in this or if other women joining in with fishing also struggle with this incongruent relationship</p> <p>I do not struggle with fellow fisher- men who are in my experience welcoming generous and gifted with their skills. I struggle with fish and game as an entity and see trout as a pest fish that is over protected in an environment where native fish are under protected. I do not see any constructive discourse on how to bring these worlds together, as has occurred in some areas of hunting</p>
More presence
<p>Advertise more women friendly equipment in magazines e.g., waders and clothing. Have more women friendly fishing clubs and fishing competitions that are coming up etc.</p>
<p>I think NZ in general has a strong stereotype on gender roles in a negative way. I just think seeing more images of girls and women fishing in fish and game images, magazines, brochures could begin to change that. I mean even just thinking about past licence images all men /boys. Originally from Florida where some fishing magazines had a majority of women it is disappointing that as I women it is assumed I don't fish or don't know what I'm doing.</p>
<p>I'm unaware of how they represent women. Always good to have targeted events for youth.</p>
Start communicating with us
<p>I've never seen anything targeted towards woman. always targeted towards children</p>
<p>I was happy to see gender options on the last licence registration, however, that obviously has not carried over any further - this entire survey is written in the binary (e.g., man/woman). I identify as gender fluid, so less gendered language for a start would be ideal. Fly fishing especially is a male dominated sport - it's very hard to get into it unless you have lots of money for lessons or you know someone who is willing to teach you. I'd love to see more women and gender diverse people represented here.</p>
<p>In my experience it is the sexist attitudes and not being taken seriously by the traditional male angler and by fishing outfitters / outdoor / fishing retailers, that is frustrating and a barrier. F&G could easily play a role in lifting the profile of women anglers, the successful and the ones just getting out and enjoying nature. In the past there was a 2-day event primarily targeted at women who were interested in fishing and hunting - I found it was a great, not competitive and safe way to learn and meet other likeminded women.</p>
<p>This questionnaire is an excellent start, other than that I haven't given it enough thought to provide a developed opinion.</p>
<p>Girl anglers don't really need anything extra, fish and game have the same rules for everyone and communicate just fine.</p>
<p>Ads and photos of women fishing, cheaper licence for women to encourage them into fishing more alot of the reason I tend not to fish is because of the price</p>
<p>This questionnaire was hard to answer. The populated agree/disagree questions didn't fit my situation properly. I feel like the questionnaire is designed to provide a specific spread of answers. It is too leading but disguised as a qualitative study when it is quantitative</p>
<p>Equal representation, show people from all intersectionalities (gender including trans and nb, ethnicities, ages, socioeconomic levels etc)</p>
<p>Does it really need to?</p>

Find suppliers that offer products for females (i.e., waders, vests etc) and promote them.
 Encourage women's only events (where men can support) - salt water comps are great at this.
 Offer first year discount for women to try the sport for a full season rather than a weekend then move onto full member price.
 Diversify the council by intentionally seeking out women.

I started fishing only because my partner fishes and there had been a net break (canal fisher here), so I thought I'd give it a go because why not, caught a fish and up to that moment all the info out there did not convey the actual thrill of landing a fish.
 The take a kid fishing day is great for kids, why not do something similar for women?
 Until you catch something fishing is well kinda boring and I know a few women who would like to have a crack at fishing but don't know where to start, it's expensive to start and then find out you don't like it, well that would be off putting.
 Fish & Game honestly need better communication all round, not just for women. Education around limits, season openings/closings etc. Also, I find fishing licence costs are a huge turn off if you don't fish all that often AND if you release everything you catch.
 For me I also find the trying to include more women, communication etc stuff kind of condescending- (the token gesture to include women vibe). I'm already in the sport and consider myself as an equal (not in experience) but when it comes to landing a fish so don't feel the need to be communicated to or represented differently.
 Fish & Game need to understand you can have all the info out there but nothing equals the feeling of catching your first fish, if they want more women involved then help them into the sport. Free classes or days fishing would be the best way forward

I haven't really felt like I have or haven't been communicated with, maybe that is the issue?
 I am very recreational with fishing, I just go when I can after tea, or in the weekends or something. My communication with fish and game is just really when I get my licence in the mail. But maybe that is a problem itself, maybe there should be more communication?

Offer courses or groups to help woman get into the sport and educate them on how and where to fish

A barrier to direct engagement with me personally is that my Dad still buys my licence when he buys his own. This is one of those traditions where it is a gift he gives me... however, this means F&G comms go to him rather than me.
 I suspect this may be the case for many female licence holders who are either on family licenses or have other members of the family purchasing the licence together.
 I do not get any comms directly from F&G it is only when my dad thinks I may be interested - so that is his choice not mine.

Surveys, speaking to woman.

More women on councils and in positions of authority, regular articles about women in magazines

I haven't really thought about it. Maybe just acknowledge women in the magazine by having articles/photos focussing on women anglers.

Encourage/target women participation online and in publications, or include more women in articles.
 I think Fish and Game has some work to do in targeting/shoulder tapping/encouraging more women to stand for the elections. On quick look, in the last 2021 elections for six regions, two women were elected. Of the remaining six regions, it seems there are only two existing women representing. I hope in the near future this changes drastically. Fish and Game could identify women angler fishing licence holders in their database and specifically target them come election time via email or phone encouraging them to stand for elections - hold information evenings specifically for women, do articles/social media profiles highlighting the women that have been elected.

Perhaps offer a promotion to get more female anglers out there doing it

More group settings for learning etc for the ones that want it.

Have a section in the magazine dedicated to women/girl anglers.

Have a female anglers fishing day with lessons for beginners.
 In F& G magazine include more photos of female anglers out fishing & their catch.
 Promotion of fresh water fishing to encourage females to participate

Here's the thing, I acknowledge that there are not a lot of women who stand in a river and spin but if we could get the men to dial down staring and comments, that would be great. I love fishing. I am moving my entire life next year to be closer to rivers and dams so I can fish every day. I only catch and release and I fish for the

tranquillity, the beauty and the joy. But it is very hard to find those things when a bunch of guys are saying things in ear shot like "There's a girl here" or "Poor bastard, can't get away from the Misses"
Maybe offer guides for introducing woman and girls to the world of fishing.
More articles or images of women anglers without men around.
Have a balance of genders in any media around fishing. Advertise products for women anglers.
As I often accompany other fishing family members, and my husband and I are pensioners, we want to have a go, but the cost of a license, for a day, or part year is too expensive. We both have limited mobility and endurance (I have bad arthritis and my husband Parkinson's) and therefore just like to spend an hour or so having a go, mainly myself. Maybe a licence for superannuants or an introductory type for a spouse
Get rid of the old boys club in charge. There's a lot of sexist attitudes present at every fish & game organised event I've been to, which is probably just reflective of the older male community that participates in fishing but it is a real buzz kill and means I tend to prefer to do things my own way
Represent them more to normalize women in the community.
Begin with the assumption that it's not just children who are inexperienced and need support and it's not just men who are experts and know what they're doing. The publications seem targeted at people who already know what to do.
Promote and include more women only fishing events/clinics/advertising etc more prominently in publications.
More inclusion in publicity More female competitions
Feature more girls/women in their stories
More women shown in fish and game magazines. A woman's fishing event or education session would be great.
More regular contact. Provide information on how to fish for all types of fishing fly, etc., how to fillet fish, tie flies lures bait etc Name of where you can get training in all areas. On a family licence women should also receive a licence and not have to fish with licence holder. Look at the licence price Communicate how to improve your fishing knowledge and area to fish in
Posting more photos of women in their magazines encouraging women to come out and give it a go to show that it's not just a sport for men to do it's a sport anyone can enjoy.
I have not found any issues - stores are helpful, most guys are keen to help. I dislike gender-based activity - just make all activities and communication inclusive.
Good numbers of female employees now. Will help.
Form local women's clubs with mentoring opportunities
I have been fishing for a long time now and won a few competitions along the way and no acknowledgement long the 38-year journey to date. I was just my father's daughter fishing which is enough to make me smile as that is correct.
Females in represented in the industry seem tokenised. Women represented in fishing seem extremely involved and not like regular women who fish for fun or to feed their families.
Maybe a mailing list specifically for people who identify as women, with events and promotions tied into apparel sales etc?
By advertising more woman anglers or get more woman angler influences
Publicise more women and children fishing so it becomes more normal for women to be fishing.
Running women's camps/workshops, more things for fly fishing not just spinning, target towards young women more not just older
I have always been very insulted with the "Family license" concept. Every year my partner and I have had to buy individual licenses, as the "Family license" would have restricted my ability to go fishing. Every year I would point this out at the outlet I purchased the licenses and would be rubbished as it was "equal opportunity for the lesser member of the licence to be the man. I could never get them to understand that if they wanted to include woman more than the licence is unwittingly sexist! Happy to explain why and how, but not in this small text box answer.
Include women and girls as standard. Don't make a big deal about it, don't make it a special feature. Cardrona / Treble Cone recently did some research regarding their inclusion of women in snow sports - could be worth a look for you guys too.

Don't make family licences have a primary and secondary licence holder. Have two primary licence holders - or better yet, let everyone on a family licence use it in any circumstance.
Courses on Fly Fishing for Women and girls. Encouragement from publications. I have been fly fishing for many years and am somewhat invisible or passed over when men are talking about fishing. What do us women know about fishing? Just a lucky cast!
Maybe put together classes to help and encourage women to get into fishing, in doing this you will be talking them and teaching them things like how to tie knots and different ways of fishing and the differences in rod sizes and lures, doing field trips could help, this would bring more women into the sport, and encourage them, in doing this would help with confidence and more women would put their hands up for things
Perhaps some more days organised to encourage women fishing groups. Technique, knowledge, local fishing education programmes. I enjoyed doing a fishing class through Southland education and have noticed this has recently not been available
More women/girl anglers experience and articles
Promotions for women
Identifying coaches and guides who are women, that I can contact to improve my skills and confidence
A 50/50 split in images in any online or physical publications. Other than that, I don't believe they should be targeting a particular gender.
Women are more committed to work and home. Only Tom boys are the type to get out there! Family licence suck. I tried to encourage my adult children to bring the grandkids out fishing. The licenses are very limited when it comes to introducing people to the sport. Your whanau doesn't add up to normal whanau sizes. You need an adaptable licence that's cheaper to have for poor families. Reason you have so much poaching is because if you add licenses and petrol per year and only catch 3 trout a year that \$100.00 a fish. ?????? Do the maths- then ask those questions in a different way.
I guess this has already started, with documentaries on tv with female fly fishing. Not everyone has kit to go fly fishing, so would love to see more articles around every-day people like me, who squeeze a day's fishing in when they can.
Focus on things that interest women/girl anglers. Create initiatives/programs that will bring new ladies into the sport.
Provide more learning opportunities
not sure
Have more woman involved with representing Fish and Game
I have minimal interaction with fish and game due to just purchasing a licence and checking rules. I don't participate in communication. However, advocating for gear that fits women would be useful, e.g., waders
I'm all for getting the girls out there, don't get me wrong. But it's the girls that do get a mention/posted that worry me. It's always the ones with the hair done up, make up on & a low cut top on, it's never the real ones, which really makes us other chicks just cringe at it. I'd love to see more chicks out there getting after it, that don't need to have all the gear on, & use a 50\$ spinning rod set up. Just like me haha
Communications with girls' schools and co-ed schools encouraging fishing as a sport option. Communications with mental health/counselling organisations/rural support re fishing as a healthy outdoor pursuit
form and promote fishing groups for woman. especially for learners. I am almost retired and want to learn and get involved in my local area, even info on where to fish would be helpful. Lots of spots of local dominated by men. I'm happy to travel. A closed FB group or something similar would be a good idea as well as a contact that would help me get started. Even 3 intro sessions?
More information to women/girls, more coverage in articles and more women/girl groups.
General profile in communications e.g., news mags etc.
Rangers always bypass me and go straight to my partner
Offer learn to fish or skill boosters for women or encourage more into the sport.
the latest issue just received has more photos and articles about women fishing that I have ever seen previously, in fact reading though the magazine it seemed like overkill. I think there needs to be a balance of articles covering both males and females', transgenders etc. I have encountered a lot of male arseholes over my

years of fishing who patronize females' and think they should be standing behind a kitchen sink, not so much in the past 5 years or so but they are still out there.

re the question below I have been on a regional council before and found a lot of the males to be pompous pricks with conflicts of interests.

It has never occurred to me that fishing is a "manly" sport. Anyone can fish

Offer coaching or field days for woman.

Continue featuring women, but no need to make the women in advertising so hot. It's too unrealistic to relate to. No one looks hot in waders.

Most gear/fishing guidance is technical or requires prior knowledge. Basic descriptions would be helpful.

I'm not interested in fishing large boring rivers or catching massive fish. Would prefer stories about remote or interesting places.

I don't think this is gender specific but for a single mother, a single fish licence and a teen licence are really expensive. Family ones are even worse. What about a one parent and teen deal to help get us out there easier getting stuck in to fishing.

I would say there are more men that fish. So, representation is representative of that. Showing a woman in a photo or article is enough.

Fish & Game could reach out to get more women anglers to sign up by putting adds or articles up in new and different areas other than the typical fishing magazines. They could perhaps use a different means of advertising e.g., social media, bus stops etc.

Maybe also hold a women's fishing events, competitions etc.

Hold women's events

More fishing recreational clubs based in communities that are close to rivers/lakes.

I'm not sure. I'm an older female so not sure about the younger women/girls involved in this activity

They are doin just fine.

The whole structure needs to be looked at in relation to Governance - currently 12 regions with well over 120 Governors which is ludicrous. Cut down the regions and this would cut costs and licenses would be cheaper. Leadership should come from the National body CEO. Many of the regions are unduly influenced by people with self-interests especially rural and therefore more men will naturally be voted in or stand as Governors.

Have a section in the Angler Magazine dedicated to the experience of women anglers, who both freshwater fish and sea fish. My experience started as a young girl who lived by the sea, had 4 brothers but I was always the one going fishing with the home-made bamboo rod with my dad. No one ever told me I couldn't do something. Always have loved fishing

Fish and Game could help perhaps with getting more gear available for women. The magazine doesn't show this.

Make contact with female licence holders and just send out a support package and maybe safe areas for us to fish. I get scared fishing in a river in the wilderness. It's not safe for us!

Having more woman represented in their industry or magazine or events. Gears targeted to woman.

I don't feel limited because I am female. Perhaps the only limitation for women that I can think of is the availability of nearby toilets!

Find ways to connect women anglers.

Have a magazine specifically dedicated for women anglers

Have a women /Girl fishing day. Teaching women and children the basics of fishing and health and safety ...

Ask if they want to be communicated to directly and what interests them. Also - what would they get out of a local club. My local Hunting & Fishing shop are really helpful.

My issue with this survey is I don't feel you informed me how long it would take, and you haven't discovered the real reasons I struggle to get out fishing here.

I believe that Fish&Game are trying to be inclusive, there have certainly been more photos and articles with women in them in the past few years- that is working

And I think you have a woman CEO or similar status now? Also useful As long as Fish &Game is dominated by white male middle class men I don't think there'll be much change happening

My brother remembers the Rotorua anglers if the 70s and how unwilling some were to share knowledge and how some were actively unwelcoming of young anglers

I'm so grateful that my brother took me under his wing and taught me so much-I find that although I'm willing

to teach other women, it's not a sport for most of them- some don't like getting in the water, or the tramping, early starts, or touching the fish, so not much to do about that

I mostly stick with partner who loves to fish, nieces and nephews who are crazy keen to learn

I think fish and game do a great job, they put out information on areas and techniques for beginners and experienced anglers alike; there is absolutely no reason for it to be GENDER specific.

But generally fishing has always been a male participation sport/ providing food and time alone or with mates.

I DEFINITELY think there should be more rangers that have all the local knowledge and keen to share, (suggestion- talk to the many women sitting in cars / motor homes watching their husbands fish ask them why they are not fishing). I have spent many days / hours around the canals and lakes in McKenzie country and never seen a ranger (I am sure there is a lot of people fishing without licenses) the only time I have seen ranges is at Mangaitionka (Pahiatua) while camping in the motorhome and they were friendly and informative.

The world is to PC and so is this survey, I feel after the survey and negative inspired against male questions that I am a bit odd that I don't have problem with other men anglers and should be running around country looking for female anglers. I am happy to fish and learn alongside any gender. Any man I have spoken to has been more than approachable and helpful.

if active women want to choose fishing as a sport they will, if fishing men want their partner to join them they will encourage them. Whenever I have been in a sports shop the staff have been fantastic, full of local knowledge and treated me no differently to my partner weather he is there or not.

I fished on the farm as a kid but then developed other interests and family, the only reason I am fishing is that I met a new partner in my sixties who is an avid fisherman however if anything happened to him I would now continue to fish as I am hooked!!

Unsure

There always seems to be plenty of publicity and encouragement for junior golfers compared to women. I hear about different women who are great fly fisher people but there never seems to be anything say in the off season for Fish and Game to organise a good women speaker about her experience in fly fishing in Nth Canterbury or any other area for women anglers to attend.

Be transparent around where the fees for the licence go to.

Although they publish articles about women fishing there could be fly casting sessions for women etc, or spin fishing groups

Included in fish & game media/newsletters as much as males when they can. Have more gear designated to women like it has for men. More advisement on how fishing is also a women's sport not just a man's

Run more clinical/education sessions

Not sure on that one

Attitude changes e.g., Family License. Secondary Licence holder must fish with Primary Holder. Most Primary Holders are men therefore women, (Secondary) must wait till The Man takes them fishing. I have complained numerous times about this sexist policy to Fish and Game, only to be told..you are the 1st to complain, My Wife doesn't mind, My wife doesn't want to fish by herself!! Will some do! Taupo introduced a Family Licence and I asked that they did not follow FG policy. Taupo has an excellent Family Licence where each member can fish individually. I stopped buying FG Family Licence on principle. Please change your Family Licence policy to reflect equality in an angling partnership.

More articles on women anglers in publications.

Female anglers blog or Facebook group in each fishing region

A mandatory female council member on each council (or several if a single council emerges from change processes within national council). More female focused tuition - youtube, tiktok, tv programmes, instagram

Helping promote female clubs

Neither here or there for me. It really doesn't bother me as I'm accepted and so are other women in our club.

Run women focussed local groups, establish women networks locally.

through social media target mothers with girls to head outdoors!

Keep encouraging women/girls to try out fishing either with local clubs or through your communications. Support the Breast Cancer fishing outings. Have a page in your magazine devoted to women who fish.
Have more 'action' shots of women
Increase the number of beginner fishing courses, especially women only fishing courses. Increased representation of women in publications and on social media. Facilitate the establishment of a women's angling club in Otago. Focus on showing women fishing spots and access points - in my experience women do not feel confident to travel alone to remote angling access points unless they are familiar with them.
Fish & Game NZ needs to support the Freshwater Anglers Clubs to provide classes for women and men.
Enable 'buddy up' systems whereby solo anglers (male &/or female) can link in for a fishing experience.
Better representation in published materials
More advertisingarea suitable to fish and clothing not as masculine
Continuing using photos and stories from women. In the last couple of years we've seen an increase in this and it makes a difference for women when they see / hear from people like themselves in the publication. This year there were women looking after the weighing stations on opening day (I think this is the second time I've seen this). Refrain from using pink colour when 'engaging' with women, it just puts people off. Educate your Rangers not to make comments like 'oh it's amazing seeing 2 women out fishing'. I've heard it a few times and it's demeaning.
I think if a women wants to fish it they can do it ok. I think more women are out there fishing now
Examples / Stories re women of all ages and backgrounds fishing
Women only fishing guide days
Not sure.
I don't recall seeing photos of women/ girls in articles or advertising. More stories about women anglers. I think there maybe some female guides but don't recall seeing advertisements or articles.
Let all members of season licence catch 2 salmon from Rakaia rather than just the primary holder
A targeted social media group, perhaps there is one already and I don't know about it yet.
I think women fish for a different reason Less competitive Les activated by the need of specialised gear That costs a lot of money doesn't catch the fish and pollutes waterways with plastics This is what you target and it's not really what it's all about. These shops make huge money on specialised gear when all you need is the gear your inherited from the last generation of anglers fly fishing I realise is specialised equipment can increase the ability to catch a fish and does cost a bit but I still have my grandfathers fly rod . Second hand equipment old used equipment will do just fine .One day I might land one in the fly rod .. but not the aim of the game .. just being in nature is the best gain .mostly I bait fish at the canals or kayak around the lakes trolling.
Don't think it should be down to what sex you are. all are treated the same I think.
To be honest I just buy my licence and fish. I would appreciate an easier and cheaper way to get my kids involved more as it is expensive to get them day licenses just for the school holidays as that's the only time they visit me to be able to fish. I have 3 daughters and one son and they all enjoy a fishing day but the cost is a bit much on these occasions so we don't do it often.
Maybe a page in the magazine specifically for females? (Forgive me if there is one, I have had a proper look recently!) Photo competitions would be cool!
Just show more women fishing. I don't know of ANY other woman in my area that fishes, at all.
Try and target women more through magazine, etc.
Does it need too? If females want info go get it, same as males
More women anglers on the front cover of Fish & Game Magazine More info on gear for women It is great to see women in leadership roles we need more.
Have women only competitions in Lakeland areas

Make it so the secondary licence holder can fish alone. It would encourage all anglers. Stupid that the secondary person on a family licence can fish with children without the primary holder yet can't fish alone.
More events, instruction days and promotions that target and/or include females.
More targeted information about learning to fish types of fishing places easily accessed for women that aren't too remote if you are on your own.
Represent more women on published material and in articles. Provide more opportunities for girls in schools and adults to go with someone to learn to fish - e.g. fish and game workshops all over the country.
Communication is the key: be equal
Have more stories on women/girl anglers, I open up a magazine, or Facebook and only find males looking back at me, I don't remember the last time I saw a women/girl on the cover of a magazine promoting the sport, or a women/girl on a licence photo. I guess it's what makes me hide away seeing how male dominated the sport really is, even though I'd love to be out there on my days off fishing! I'd really like to see a group made / put together of women anglers, I'd be more inclined to reach out ask for advice / help; I feel that would boost my confidence and be able to make more friends within fishing
Maybe more female anglers featured in fish and game magazine or stories on website or sent on e-newsletter
Some instruction days targeted for women and some club or angler activities targeting women so women can get confidence to go fishing as not all women have family to teach them and to go fishing with.
More visibility in media, magazines, encourage both retailers and wholesalers to improve their product ranges. Less gendered language.
Social Media?
by promoting more fishing for woman
Is this really a thing in this day and age?
Specific segment in the Fish and Game magazine specifically for women/girls
Make getting a licence appealing for woman
If we had a forum where we could talk to each other
I don't think it's about the communication, it's more the representation in the organisation.
Change language to represent females at a local level.
Generally, the F&G Officers are helpful. I have only seen one on the rivers and he was very supportive and happy to see two women out fishing. The local F&G officers have been to our club and presented an informed talk of fishing the local rivers and what state the rivers locally are in each season.
I think just being fully inclusive of all anglers. Supporting beginners and learning from experienced anglers. Supporting it as a family sport and outing. Also focusing on recipes for all - how to gravlax and smoke fish?
Publish more females fishing don't make it about fashion just about the sport
Not sure just a bit more support and information safety wise as I fish a lot on my own maybe some women's list or group we can connect with.
Hosting workshops that overt and challenge stereotypes in fishing, and equip women with skills. Overt and naming the unequal proportions of men and women who freshwater fish, and not shying away from the topic. Having events where female anglers can go out fishing together, organising beginner level fishing days with a female instructor.
Na
Offer more workshops just for women Produce materials written by women for all audiences
more stories and advise and promote ordinary locations
Visibility - more imagery and stories representing women and girl anglers. And doing so in a way that showcases skills and knowledge of women (I.e., ensuring women aren't the proxy for any stories about beginner angling). Advertising - advocating for advertisers to use more imagery of women and girls. Representation - more women on regional fish and game councils.
Having more fishing competitions and have representatives engage in young lives to encourage girls to fish

I think this survey will be providing useful information for decision making and generate material attending women/girls, based on the reasons that moves them to be fishing
I have noticed a change recently with more woman represented in the mag that comes w the license. This is fabulous. Keep this up. More articles about successful woman fishers without the need to comment about the fact they are woman. Woman fishing guides?
Mother and daughter days. Female boat driving courses. Female instructional courses. More female fishing guides.
Make communication less targeted and more authentic. Use female journalist/writers who are more in tune with better questions.
More opportunities for woman to engage in fishing, like have a woman's day at the canals or a female have a go day to increase woman confidence within the sport
More communication and more women staff creating content/communication
More woman in stories
Absolutely!
By advertising locally Promotion strictly for women anglers
Unsure
Understanding Gender and Factors Affecting Fishing based on this.
This is the first communication I have ever received. Is it that my demographic isn't in Social M algorithms? Email is obvs available but not used to reach me either. I can seek information if I choose but info doesn't find me.
I know some very good anglers that are women. Sometimes when I have been out fishing some men look down at you, like you should be at home. Fish and Game have got a lot better about putting women in their magazine.
Help single women more.
Maybe set up women's competitions?
Not 100% sure, maybe an increase in advertisement/publications with women. When I was younger I used to wish to see women representing in fishing, but I always thought it was for men. I was incredibly lucky to have strong female role models who fished.
Not sure sorry
To be honest I've never thought this an issue. Yes, it's more popular with men but this has never stopped me nor even given it a thought. If women have an issue with lack of representation by women then they have the issue and need to get over it. I'm sure there aren't surveys targeting men to participate in traditional women's sports
Local Clubs - support the clubs - setup woman/girl workshops. Teaching them how to cast, how to read water, where to go locally that is safe to get started. Host Fly fishing workshops - for woman. Where they feel welcome and comfortable to go along and try it.
Have a ladies get out there and learn or even sponsor a one-on-one lesson
Make it easier to find links or resources for female freshwater anglers register interest.
Providing subsidising discounted guides throughout NZ Local Guides are crucial in obtaining a stunning experience fishing. They are inspirational and know the appropriate spots to fish but largely only available to wealthy individuals. Clubs provide a good service and should receive better support and funding. The main reason I do not fish more often is that I do not feel safe fishing on my own. Lack of dog control a part of this from experience.
In their operations and governance i.e., more female representation. Every aspect of communications - visual, copy, brand voice. Being inclusive of women doesn't necessarily mean 'women only' events etc make it normal for women and men to both have equal representation.
Gather more data from local clubs. Ask retailers to supply and advertise more appropriate products for women and girls.
Having more female staff
It would be great to see a strong presence across NZ of women/girl freshwater fishing clubs.

<p>Maybe do a newsletter for female anglers, stories about experiences, feature different female anglers from around the country etc.</p> <p>This survey was the first email I can recall receiving from you, I'm sure I'd read a female focused newsletter if it popped up in my mailbox.</p>
<p>More targeted communications, more female anglers, including rangers and staff shown in communications, photos etc.</p>
<p>Run specific events and tuition for women/girls</p>
<p>Try to reach them more via emails and other forms of communication</p>
<p>use visual pictures females portraying/completing freshwater fishing perhaps?</p>
<p>and game could organise local get togethers</p>
<p>Women's fishing competitions? See more pictures of females out there doing it but using social media presence.</p>
<p>It would be nice to see more female representation throughout fish and game as a whole. I'd love to see a young woman fishing on a brochure. Also more female fish and game officers is a must! Women generally feel safer around other women, and if f and o officers go out in teams, it would be nice to see a man AND a woman</p>
<p>Ask women anglers what they want/need and what works for them (realise this survey is doing that). The answer is emphatically NOT "pink it and shrink it"</p>
<p>Communicate directly and create initiatives that get women anglers together. Very hard to find out other women anglers - only a couple in our local fly fishing club. Be more mindful of images in magazines which are mostly of men or children. Be more mindful of using more inclusive language in communication. Show women of all ages, not just young ones - great that they're fishing but more older women involved because it costs quite a bit of money to get set up, travel to fishing spots and pay people to teach a beginner and continually improve.</p>
<p>I think by putting themselves in our shoes, I remember when I first moved to Christchurch I was warned never to go fishing at a certain canterbury fishing location in the dark as a women on my own as its dangerous, and there can be some unsavoury characters that fish there. I still get scared even fishing the canals if I am the only one in that area fishing, so I place myself where I am in viewing distance of other fisherman. Some men I have met are extremely encouraging when they see me fish as a women, and I have female friends who fish on their own too. I think educating men that is cool for women to fish and that they should encourage us.</p>
<p>Fb groups and more activity on social media. Girls coming through that could get into fishing are on these platforms. Is something like the Tramping NZ platforms</p>
<p>There should be no difference whether you are a man or woman most of us do care I'm sure</p>
<p>Women driven competitions. More advertisement or opportunities - seeing a daughter and her mum going fishing (tendency to be father and son). Lower cost for women or in general anglers. Keep the fishing spots tidy and accessible. A lot of women stop fishing because it becomes too much of a hassle.</p>
<p>I am an environmental documentary-maker and would like to make a series of films on Female Fly Fishers in New Zealand. I strongly feel that women should lead this as we'll tell the story from our unique perspectives, and that will reach out and engage other women--particularly novices--to overcome their initial hesitation. I feel there's a really strong undercurrent of interest among women throughout NZ, and that there are definitely champions already out-there-doing-it that can be promoted -- but not in an intimidating or overly-promotional way. The feminine touch will be important!</p>
<p>It's a great magazine- sometimes for all levels of anglers it could be too technical to understand</p>
<p>Strata 2</p>
<p>It is a boys club, populated by the kind of men who expect women to take the minutes and make the tea.</p>
<p>Target the girls on the family licenses:)</p>
<p>Female lead YouTube guides/tutorials</p>
<p>As a Woman, there is just not enough Woman fishing when u get a family Licence u need to nominate a person then u have a second angler but it always ends up being the male. Which also means they need to be fishing with you and the kids.</p>
<p>Introductory licence rates to get more women fishing, more resources to learn skills and women dedicated fishing gear</p>
<p>Stop using the term women/girl anglers. We're all just anglers</p>

<p>Specific newsletter? More picture of women. Articles that help men understand some of the safety barriers to fishing that affect women and how to be an advocate/ ally for safe fishing for women</p>
<p>Maybe host a women's day for all levels to learn how to fish better or something along those lines. Not sure if this is already something that is actively done but I've never seen any advertisement or anything for it. It would be really nice to make some female friends in my region that also like fishing that could encourage us all to get out more! My confidence is not very good with fishing. I was comfortable getting my new partner introduced into fishing with the basics but he then went and researched more and overtook me with knowledge. I'm a little more shy at trying things and research too much before actually getting out there and giving it a go. Would love to attend a workshop or anything like that. Or a women's fishing club or beginners/intermediate club in Ashburton/Canterbury would be really amazing!</p>
<p>Have events/promotions and a periodic newsletter or pamphlet specifically aimed at women.</p>
<p>provide female specific days to learn to fish, to try new locations, learn about new rivers etc. One of the biggest hurdles I face is feeling unsafe (Unsafe as a woman alone not unsafe on the water) in fishing areas on my own. I would never look up a new river on the website and go to it alone. But if there were days organised for women or men and women at different, less public locations where someone showed you the parking, access, talked about where to cross the river etc. This would also enable women to meet other in their region who they could then meet with again. Have articles written by women in your publications. More photos of women, not just smiling holding fish, but doing hard core fishing too.</p>
<p>I've been out of touch recently for a number of reasons so I'm not sure about the current situation. The Topp twins have been instrumental in raising awareness of women as fishers.</p>
<p>Cant think of any</p>
<p>Provide more instructional information, as well as be more inclusive. I had an encounter with a F&G ranger on the weekend and he only wanted to talk to my partner not me.</p>
<p>Actually do it</p>
<p>The biggest limiter I face is lack of skill and knowledge so I would love locally based classes or lessons to help me become more proficient</p>
<p>They could help to join some woman together as a group. Perhaps starting with a woman's outing or social occasion.</p>
<p>competitions are usually for adults or children and perhaps another category could be females?</p>
<p>Have women representatives on fish and game and give them a high profile. Let them give out advice targeted to female anglers.</p>
<p>In my local fish&game group I have met only 2 other women. It is not my problem, my problem is that I can't find a more knowledgeable person to go fishing with. Men seem to go fishing together and don't offer a single women to join in. Men amongst themselves don't differentiate. The 2 other women in my group are busier than me (less time to go fishing), and we are as novices as each other. So to improve it is difficult. This year I have considered dropping fly fishing, I feel that I would have may be more chances to find a fishing buddy doing spin fishing.</p>
<p>Have more articles directed at female anglers</p>
<p>Front cover/ clothing options and hold female only events to build our confidence.</p>
<p>Have more women in the promotions for it</p>
<p>Have fishing competitions for just women; stories in the magazines about women anglers. Call and talk to them about their needs. Provide better access to licences for example I dislike having to always go to male saturated shops like Hunting & Fishing to get my licence. Educating men on how to accept women in the sport</p>
<p>Offer more training sessions for new female anglers - sometimes feels like you need to know more to go to these things</p>
<p>More detailed correspondence to women - e.g., info on getting into fishing. I've only been fishing for a couple of years and still struggling with fishing concepts and if I'm doing things correctly, I haven't been brought up with fishing like others. It would be awesome to have more seminars/information sessions/fishing schools etc to teach the basics and if they were aimed at women, even better! What holds me back on my fishing is I barely ever catch fish! But still like to be outside doing it since I live in the Mackenzie and work on the hydro canals.</p>

<p>More publicly of female anglers in F&G material Publicity of female anglers in different types of material - not just F&G publications Help support and push for more retailers to have more female fishing/hunting gear I wouldn't go to a "woman's only" fishing event as I feel it perpetuates the stereotypes and most women's events are for beginners or women learning but I also understand why women feel uncomfortable going to unisex events where men can make them feel lesser learning how to fish.</p>
<p>Have women only days at their facilities. My participation the last 3 years has been limited due to mobility issues.</p>
<p>Young girls can't be what they can't see! For example, this years fishing licence is all male except the female at the camp kitchen - Stereotyped much? The patriarchy is alive and well at fish and game it would seem.</p>
<p>Target the female audience rather than make the general approach by age. Communication isn't only by published material, it includes the submissive communication like having female clothing available and boots and waders made for women. To have these communicates inclusion.</p>
<p>I went to the Trout festival in Canterbury. There was a women speaker but during the break she was not easily accessible to chat. Be more accessible to women to ask questions.</p>
<p>I have never seen inequality between genders while I go fresh water fishing. however, admittedly, I have never noted any initiative or promotion which targets female anglers. organizing girls fishing days/events, sharing the info how we female can safely fish when we go solo. my husband is not that keen when I go fishing solo in early evening/getting dark..</p>
<p>Family licences don't really work as if your partner likes to fish too they normally get put down as main licence holder which means unless you are with them you can't just go fishing yourself, so might be an option that saves money but means females can't just decide one day to go for a fish by themselves, ready you both need individual licences</p>
<p>I would love to learn to fly fish, that is my goal this season. I know of other females friends who would also love to learn. I'm not sure where to get the best advice on this apart from asking and annoying the retail staff at hunting and fishing retailers. Where to find this kind of advice would be nice. Without paying the earth for it.</p>
<p>More woman/ girls only competitions or planned day trips fishing in areas.</p>
<p>Representation in media</p>
<p>I have coached football for 10+ years; boys and girls process things differently and their drivers are different. More female initiatives to learn in a supportive group would help as these are the females that one day encourage their children while dad heads up stream to search for better opportunities to fish. Sad, but true. Give the mums the knowledge they'll help that next generation get hooked.</p>
<p>In this day and age it's super easy to segment a database- they could have newsletters specifically targeted to females. More inclusive imagery in their publications.</p>
<p>More images of women would be amazing!</p>
<p>Reduce the cost of fishing license</p>
<p>Through social media, tv and publications- showing girls and women who are really into fishing. More encouragement via education for younger girls and women to fish i.e. events, workshops that are non judgemental etc</p>
<p>Fishing events for women and girls only. More promotion of female role models.</p>
<p>I think more women's fishing club/initiatives could be created. I do think it's hard to motivate others to join up at the moment especially with the decrease in salmon numbers in the Waimakariri and Rakaia rivers. Also, I think women's safety when fishing alone should be recognised or talked about. As a women, fishing alone at popular spots can sometimes be risky or we can be subjected to gender discrimination by men.</p>
<p>Have more women representing</p>
<p>Run talks on how to set up flies and lures, how to read trout, more info on basic fishing tactics</p>
<p>Classes and workshops</p>
<p>Support women lead initiatives.</p>
<p>One of the largest obstacles for a woman fishing alone is safety issues. I haven't seen any information from F&G addressing this concern. I suggest more education on how to better protect ourselves, ways we can be more prepared, strategies to decrease risk, etc. In parallel, more education for men on how they can support women fishing alone, e.g. checking in on them periodically when feasible, keeping an eye out on their way in and out of a river carpark (things that you would do for anyone by themselves, regardless of gender). Reaching out to the top</p>

NZ women anglers on social media for partnerships on education and representation so that other women can have more visible and diverse role models, of all ages and ethnic backgrounds.
Promotion of equipment and garments that are specific to women. I have fished in the USA and find attire for women is readily available in fishing and outdoors stores, NZ lacks this attire. In order to encourage women into freshwater fishing Fish and Game might consider supporting/encouraging suppliers to focus on attire and equipment that is women specific.
Maybe have a female only section in magazine??? Feature some female inspirational anglers/guides occasionally.
It really comes down to if women enjoy it. They will do it. If they don't enjoy it, they wont. But definitely alot more things directed for women would be great.
Provide events or groups for education or social outings for fresh water fishing
By having woman representatives. Meeting with clubs and encouraging woman anglers. To have women directed seminars and articles in magazines. Celebrating women's skills and fishing journeys.
I am unsure but more focus on targeting a female audience could be good
Female engineer here. I think we're past the need to provide extra support to women because it can't be achieved without highlighting the sentiment that there is a material difference between men and women anglers. In order to provide special support, you must first separate out a group and identify them as "needing extra support." If F&G stop differentiating men and women, given that there is little, if any, physical difference in capability to catch a freshwater fish and get it on board, and treat everyone as if they are the same, things automatically become 'equal opportunity.' Better to spend your time removing the roadblocks than standing behind us and pushing us through the roadblocks under the guise of support. If fishing appeals to a man or woman, they should be able to follow the same course to get the fish on the hook. Normalise the fact that the gender of the angler is entirely irrelevant. Stigmatise the old school thinking.
More days like the kids fishing days, but for women. Small groups (for those of us who fish to avoid crowds), and in different locations so we can learn stillwater and river techniques.
Emails, surveys, a section about women anglers in the magazine
Strata 3
Have women host fishing shows or feature more in the magazines or ads. It's always burley males. I think more women featured in the stores would be a big help too. I am a female in a male automotive Industry and I feel the same frustration around fishing that I do in work. I go into fishing stores in a dress and get asked for assistance when I'm in the clothing isle not the lures or rod selection.
Possibly by having more promotions aimed specifically for women and girls.
Training
A bit more representation. Would be good to have some events that encourage more female anglers to join together and enjoy some freshwater fishing.
that is a hard question to answer because if there aren't as many women anglers as there are men, then its hard to represent them with out repeating the stories.
Having a bigger woman's section of gear and a bigger presence on TV
stop basing your assumptions on the idea that every angler is a white middle class male
Can't say I've seen more than one picture or article about a fishing women.
Perhaps a girls only day to introduce girls/women to fishing. Could be held annually throughout NZ
I haven't looked specifically for women/girls in the publications, perhaps they could increase the coverage of women but if a woman wants to do it she can, a female's picture on the cover isn't going to make any difference, fish and game days for children are pretty overloaded and kids don't really get a feel for the sport, we took our grandchildren once, wont go again, my main issue is with access to rivers for older people, I cant climb up and down banks anymore as easily as I used to fifteen years ago, maintaining river access would be more of a priority - make it easier for girls to reach the river without battling six foot drops and gorse and black berry.
Not sure as we have always enjoyed freshwater fishing mainly because its a passion of my husbands
Maybe having more videos of females fishing and explaining different methods or spots or tips and tricks

It's October which means it's breast cancer awareness month why not have a full catalogue magazine of women anglers in the magazine
More representation of women fishing in literature/publications Have women fishing days regularly
Make it more approachable for women. It seems very masculine in its visuals. I understand it's still a male dominated sport, but extremely masculine 'look and feel' may repel women from the get go.
targeted advertising, more sections on women out and about in the fish and game industry.
Have girls day out events. Put recipes in newsletters. Have fisherwomen help leaflets so we don't have our husbands telling us what to do
' - have women only fish areas for some weeks of the year - cheaper licenses for women
Social media pages specifically for women.
have female representatives go into schools and talk about fishing to young girls. Sponsor school fishing groups and days.
I don't know.
Maybe a few ladies competitions
Most easily, include more images of women participating in the sport, in publications and online Publish the basics of the sport and keep this info available - how to get in it, rules/regs, what you need to start off, accessible places for beginners etc Educate men on accepting women in the sport - men don't own the fishing spots like many think they do
Cheapen the fees, hold free instruction to encourage women to try something new. Have women targeted articles in mag
I'm not sure as I have never had to communicate with Fish & Game NZ.
Publish stories female fishers catching & their trips
Having a greater representation of women in posters, promotions, and magazines to show that they believe it is normal for women to fish too. Maybe even some more female staff members in store as it can be intimidating as a woman when you feel like you are the only female in the shop.
In photos in magazine have photos of women/girls who have caught fish. Marketing fishing gear using women rather than men.
This is a great start! Thank you
More women fishing days. Meet and greets, teaching days, incentives to get more women into a new Hobby
Unfortunately the entire culture around masculinity in New Zealand is only at the start of an overhaul. Fish & Game have done really well with inclusivity so far, but maybe don't just colour stuff pink to say it's for women and girls. Being inclusive means it doesn't change, it's just accessible to more people. I've never felt like I was a girl or a boy when I go fishing with my family, we're just fishing. Also I hate pink.
Publications aimed at girls/women specifically
Holding information events specifically targeted at women to get them more confident to go out- e.g. women specific collateral giveaways. Fish & Game could partner with organisations such as MNZ, Coastguard, Local Harbourmasters to include education targeting these confidence issues.
This is the first communication I have had that has peripherally come from fish & game nz. I am completely unaware of any female comms or events I could have engaged with
online/Magazine articles?
Via email or through Face Book.
Start by having more diversity in the fish and game councillors, not just in gender but also age and ethnicity.
Show more in posts and magazines. Add more promotions around it. Have events for women. Have a crash course for women who want to give it a shot, better gear for a plus size woman or woman with a natural body and curve than straight down. Size doesn't stop women from getting out and about. Show that you guys genuinely care about woman fishing and adventuring. The advertisement around women and fishing is a joke.
More events or groups that women can do as I haven't seen a lot of around since I have been fishing.
Advertise online/ social media.. in stores is a good one. Info days & sessions, etc. support private 'clubs/ groups'
Social media. Women/young girl specific content.

Not really sure. Possibly some sort of incentive programme to encourage more fisher women. Incentive scheme to lower costs for women who fish regularly.
I think nz on a whole has poor communication re female anglers. The only well known female angler I can think of is Nicky Sinden from addicted to fishing and she's a sea angler. It would be great to see more female representation in the rangers, I have to say it's been great this past season seeing more Ranger activity in north Canterbury and at the McKenzie canals. It would be great to see more educational activities targeted to women and more female representation in marketing material. I guess traditionally men have taken the role of hunters and gatherers so that's what we have traditionally seen. Be great to jazz it up a bit and shine the light in female anglers. Men are pretty good towards female anglers from my experience, where I get frustrated is in the tackle shops being overlooked as an angler or even as a genuine customer. A series of short stand up articles aimed at female anglers available online/ social media would be great. Other than that Fish&Game keep doing what you're doing just do more.
More exposure in the community. More free opportunities to go fishing in lakes, canals, back country. More Facebook groups appealing to women Overnight camps for women in the back country.
Can't think of anything
Visibility.
For me the hardest thing is knowing where to fish and what lures to use and the best ones to use. Unless you know a local who fishes this information isn't really available.
More encouragement or incentives to get more women/girls fishing.
Unsure
Offer tutorials presented by women
Stop making everything for girls pink
More imagery of women anglers, offer discount for women anglers, create a women anglers day
More focus on more of them.
more access for urban fisherwomen
I personally fish when it suits my friends and myself. The role of fish and game don't really influence this. People are generally private about 'where' they caught fish but generally very generous with 'how' information sharing. Plenty of reading material and information available. It is up to me to access it really.
provide equal representation, participation and collaboration reduce fishing licence fees for women/girls to encourage more anglers
I don't believe in gender barriers, only personal or cultural barriers created by upbringing or environment. Nor do I believe gender should be singled out and focused on by Fish & Game. I enjoy reading the fish & Game mag just as much as my husband does, and I don't see articles as being male biased at all.
Actively seek out female representation and encourage diversity and change. Look at previous ways that have failed so those mistakes can be learnt from and changed
Get rid of entitled men who work in their retail stores!! Have no had good experiences with men in stores when purchasing fishing licenses, gears etc. We were talked down to and treated differently -as if we didn't know what we were doing. Simply because we were 2 girls purchasing fishing licence and gear. Not happy at all. Get rid of these sexist ideas men have about fishing sports.
Provide initiatives in schools for girls. Encourage mothers to take their girls fishing. Show aspects of fishing that may be more interesting to girls - i.e. how to gut/fillet fish or ways to cook fish or ways to bait hooks. I would like to get more into sea-fishing but don't like asking someone to show me. Barrier is equipment or not knowing what equipment to use.
Show more women fishing in general publications. Not remove the men but put women in as well.
A string female leader/voice.
More women's comps, workshops, equipment and info
Direct Offers of experienced anglers to take new anglers of any gender fishing.
more focus on helping those wanting to give it a go workshops to suit the working ladies or outings that don't cost the earth
Have more images of women fishing

I, personally don't need you to. If I want to go fishing, I go fishing. My life doesn't revolve around it. As the saying goes, any bad days fishing is better than any good day working. Being man or woman is totally irrelevant to me. I will learn from anyone willing to share their wisdom. And occasionally I help others with tangled line or baiting hooks, I don't care. I don't look at social media, or apps, and don't sit looking at fishing magazines, so good luck. I learn by doing. One day I might get lucky, it was catching fish, being out there doing it, that gave me the motivation to carry on and buy some more gear My life is very full, so time is scarce. If someone says let's go fishing, I'm in!!!
More social media representation of female anglers would target people my age who may not be informed of how, where and when to go fresh water fishing. All I know I have learnt from my partner, who is an experienced angler.
I'm not too sure. I haven't done freshwater fishing for long enough to say.
Fishing competitions aimed at women
As the secondary holder of our joint license. I am unable to go and have a fish and practice my skills if the primary licence holder is not present. This restricts me alot. I don't think this is fair on Women
More opinion pieces by women tackling the info you would have collected from this survey. For an article - Pick a river and then describe exactly how to get there, what to take, what to use, why to look for- check out the wilderness magazine for ideas. This would give me more confidence to get out there. Like a one day a three day trip etc
Better gear for women
I'm not sure
make it more equal between both genders in pamphlets etc, I most to see men when I look at them
More representation in publications, maybe social media platforms also
N/A
More local groups targeted just for women. I also ride motorcycles and have found joining female group get together more rewarding and less daunting. Love the organised weekend get togethers to ride and meet up. Don't see anything advertised for female fishing adventures.
have more female advertising to encourage females to participate more
Fish and Game NZ could hold women angler evenings so you could meet like minded anglers, hold evenings for women to help with skill and general fishing information. Could start FB groups for Women Anglers with tips and tricks.
I have no idea how you currently do that
Promoted activities for women
Females in 1st seen images
I think at this stage communication is good
Better inclusion of both genders, without singling either out.
Keep promoting and welcoming children/family fishing competitions and events.
Get female anglers sponsorship and media coverage such as say gone fishing or ITM fishing shows.
Strata 4
Have more women targeted fishing clothing and promotions.
More woman rangers. Well known women e.g. sport musicians cooks etc that fish and profile them in magazine or fishing show.
I am stunned by this survey. To be asked questions that would never be asked of a male angler. Just reinforces all the ridiculous sexism that exists around this sport. Please be better than this. Or go away and rewrite the survey. I started enthused to help increase women fishing but ended up really cross that I have been asked questions about my physical appearance and feminine qualities while fishing, FFS. And the subtle pressure from the questioning suggesting women might need to go away and fish in women's groups to avoid discrimination. It is NOT US that has to change our behaviour. I'd be really interested in the science behind this survey. Generally they are not meant to reinforce an organisational bias.
woman only days
I do not think gender impacts on my fishing experience at all

<p>More articles featuring women and girls. Region based courses specifically for women and girls. All ages accepted for training clinics, my 11 year old is very keen to learn fly fishing but it's finding someone to teach her and I.</p>
<p>Maybe every magazine that comes out could have an article on a female angler or girls.</p>
<p>I don't think it matters what sex you are. I wasn't impressed with the survey. If women wish to go fishing, I can't see any reason why they wouldn't or couldn't. Survey is a waste of time</p>
<p>This survey is the first time I have heard of specific initiatives for women/girl anglers</p>
<p>More women in their management structure, more targeted marketing /events/shows</p>
<p>Free tuition days.</p>
<p>Have special competitions for women, have more women represented in your magazines, have women represented more in fishing show, fishing shops should have more gear and clothing for women</p>
<p>Bring more programmes, education to the rural areas as to far to travel to urban areas with family commitments to attend fishing courses to learn more which would make me feel more confident to go on my own. I have to wait until my partner is available as he is the primary licence holder</p>
<p>Profile woman in publications Us more photos of woman fishing</p>
<p>by promoting women and girls to go fishing like they do with take a kid fishing</p>
<p>No Comment I feel we are all equal. Women have access to the information as Men</p>
<p>More opportunities through stocking Salmon in Waimakariri. More fish will give more opportunities for success and thereby encourage women and girls to have a go. Fishing opportunities should NOT be gender based.</p>
<p>Maybe do what you have done and get our names from the licences and send targeted emails. Run courses on fly fishing or jargon which might hold us back in the fishing shops. Send lists of fishing clubs in our areas so that a female might join a group to learn skills etc.</p>
<p>Make family licence equal rights and availability of catch to both partners i.e. salmon allowance</p>
<p>Should show it's not a gentleman's persevered sports, as the English gentlemen and adds portray.</p>
<p>There does not seem to be a sexist attitude in Fish +Game.</p>
<p>Have an online magazine exclusive to women. Have events throughout the country that women can attend to learn and meet like minded women to help teach and coach them into fishing.</p>
<p>Not sure</p>
<p>Make fishing licences more economical. This year I'm choosing not to buy one. Which means I need to plan ahead and get a day pass. As the yearly cost is so high!</p>
<p>To recognise that women are also capable and enjoy the sport.</p>
<p>They could include more story's/pictures from female anglers. But please don't be condescending - i.e. just treat us as normal folk who like to fish</p>
<p>education</p>
<p>Making it more relatable, often having to support kids so with events include kid activities or support so mums can give it a go and actually take the time to learn something while kids are occupied. Also taking into consideration timing of events with this in mind. Even making it a discussion night, women's night somewhere where they can meet likeminded people and discuss these questions you asked while making time for themselves, creating connections. Have a discount or starter packs accessible for women</p>
<p>By approaching and including females in interactions at the boat ramps and on the water as much as they approach the males. I think it would be fair to say that in all my years when out and around the water in any stage of angling capacity, the adult Fish & Game people have always approached my husband and adult son FIRST. As an equally responsible boat owner, boat operator and certified Day Skipper, with my own fishing gear and tackle AND more fishing experience than my sons ever have I find that somewhat amusing and annoying...it kind of reinforces the notion that the males are the ones doing the boating/fishing and the females are there to enjoy the ride/ to watch the children and provide the snacky snacks.</p>
<p>Remove the primary and secondary licence holder conditions from the family license. I would guess that women are more often the secondary licence holder so cannot fish alone or with friends. Both adults should be able fish independently on the family license. The cost of two full licences is extremely limiting and limits women to having a go and developing skills with people other than their spouse/partner.</p>

Specific articles/newsletters for women/girls. Greater range of clothing/equipment aimed at women. More toilet facilities around the country.
more wahine leadership
Perhaps by showing how a female angler can be as independent, experienced and skilled in the sport as men. It needs to be appealing to other female anglers. She can still look good and BE a good angler. Women don't have to be dressed in drab baggy waders and a camo swan dry to go fishing. How about an expert fly casting photo of her wearing an Akubra hat (rather than a cap), styled checkered shirt, cargo pants that shows good technique and still looking feminine, or tying on a fly. Some profile articles of well known women in the industry, maybe more diverse articles too, fly tying, fishing literature, etc.
Have more women represented in all areas of Fish & Game NZ
I think you do well already, although it is predominantly males who fish, & am noticing more pictures of females with fish, & have noticed a small increase in articles aimed towards women, which is nice.
Have a specific section in magazines etc designated to female anglers
no left/right-man/women boy/girl.... gender doesn't catch fish, the fisherman/angler does
Fish and game could encourage more women anglers by allowing the secondary licence holder in a family licence (usually the woman/ mother) to also fish when taking the children named on the licence fishing. Currently only the primary licence holder may take the children and fish. It angers me that I can only fish while with my spouse but how ever I can take the children and I am not allowed to participate myself. It is bias and unfair and under the current licence conditions the secondary licence holder is disadvantaged and treated in a manner that no other person named on the licence is. Extremely bias And does not encourage me in anyway to want to purchase an individual license. And given this was a Surrey on the disadvantages to women angles I put it to you that fish and game nz is the biggest disadvantage of said women anglers.
Include the partners of male anglers.
When I look at their magazines its often male dominated stories.
Make female licences cheaper. Allow secondary licence holders to fish by themselves (I'm a mum and work full time)
Make individual licence costs cheaper so women don't need to be added to their male partners "family" licence to make fishing affordable.
I am not sure that too much emphasis should be placed on gender. Photos and articles inclusive of women and girls are excellent but I find special items emphasising how good it is that females can fish too tend to be patronising. Women participating in fishing should be seen as normal rather than special. I am not sure that F and G can do much about some of the obstacles facing women, especially those with children. Perhaps if younger women were introduced to fishing and realised its potential for enjoyment and growth they would develop resources and encourage their partners to help find ways to manage. There is no doubt that fishing generally needs time and money --in my experience most rivers are not on the doorstep.
No idea to be honest. I've tried to get my female friends and family into fishing, and they're not interested. It's a man's world apparently. Lol.
Although I am sure the intention is good, some of the material about women anglers (including this survey) is condescending and occasionally blatantly sexist. Gender is actually quite irrelevant for fishing. When it comes to hunting (which I know virtually nothing about) gender may be more important because of the physical strength needed.
Personally, I see anglers as non-gender, I am a fisherperson but perhaps F & G could do more to encourage more women anglers. I have really seen myself on any river or lake as a "woman" fishing, I am just a fisherperson.
when we buy a family license, both parents should have equal rights and a licence each so they can be separated while fishing if they have more than one child they might need to move away from each other or go to 2 separate places. Both licenses should allow the parents to take the family fishing as it is not always one parent that has the child/ren.
hold fishing lessons in local areas for women, more female representation
have the appropriate licensing to cater for casual women wanting to fish once their children come of an adult age.
Unsure
Don't limit a woman partner from going fishing with other people or alone. A partnership licence means a partnership, not the woman being treated differently.

Equal representation
Promoting woman anglers clothing, special equipment, competitions etc
I feel, it is too difficult to gather info in regards to areas, seasons etc. It takes a lot of time to find out in order to obey to the rules. I also had some rude responses when I asked on the phone about these matters. If you travel a bit it is not always easy to find out about the area you travel in.
If we could find a way to make it accessible to do with kids needing minded etc that would be awesome!
Be inclusive
Make the licence so that I can fish on my own. Equal rights are not a part of this licence as the 2nd holder which is normally the female. The 2nd holder may pay for the licence and has no rights to fish on their own and at \$188.00 you will find families will stop buying a licence
Having more women fishers of all ages and skill levels in your magazine would be nice.
More female stories
Have special categories for women anglers at fishing competition. Have more workshop and skills day design for women anglers. Build more toilets at fishing spots. Feature more women anglers in the correspondence.
More targeted and tailored communications (preferably by email) which include tips and techniques, creates a community, and shares user-based reviews on gear available in NZ (boots, waders etc).
Articles by women fisho's, for women.
Specifically targeted information for females or new anglers
Be more inclusive.
While there are more females getting involved and being shown publicly as being involved, it is still primarily portrayed as a male dominated sport. Furthermore, where you have to choose a primary licence holder on a family licence, it is generally the male, which then means if the female wants to fish alone, she has to purchase her own individual licence. The family licence is to encourage fishing, yet we're discouraged by not being treated equally. Either adult should be able to fish individually. With regard to the below question, I considered standing for my local council but because I did not hold a full season individual licence, I was unable to stand and being so late in the season before elections, I could not justify the cost of purchasing one. Yes I am aware this is requirement in the legislation but legislation can be changed.
Face book target marketing
Inclusion with success and learning stories in fish & Game mags
Possibly having a teaching course to start women off give them confidence to get out there
Provide a woman's licence at a lesser cost than a family license. We have to buy a family licence each year but our children are grown. Can there be a licence for a couple? At maybe \$100 a season??
More female rangers/field officers
Have woman on the council
Have more women role models in your fishing advertisements
More PR
Perhaps workshops initiates or specific emails for Women and girls - I am not sure if this is already happening. I personally would love to do a one day course on fly fishing for women - in particular casting. I love in the Maniototo, Otago
Have Social Media pages & groups for gals
Have both women and men in advertising material, articles on women in fishing in the fish and game magazines. More women specific fishing apparel.
It could contact them in some form - I have never been contacted by them.
There is not much media targeting women that I see. This could be a waste though because more women might just not actually be interested. Although I enjoy our family trips, I only do it because my husband organise and initiate it. I initiate other activities.
By having more women on their councils and by running women only days particularly for fly fishing, as this is where the men are the most dominate in my opinion

No more "fishermen" ...use fishers or fisherfolk. No need to sexualize fishing folks. Treat everybody equally and encourage all. If I wasn't keen on fishing, my hubby probably wouldn't buy his annual licence ... thus F&G would be much worse off, financially.
Provide opportunities for women anglers to meet each other. I don't know any other female anglers (particularly fly fishing) and have never seen other women when out fishing. I would love to connect with other women who fish, and perhaps go fishing without the boys. Fishing clubs are overwhelmingly male and very intimidating.
We don't need to be treated different, but equally. Showing 'real' women and mums fishing rather than younger, well clad/experienced women anglers would be helpful. I'm not sure how to balance licenses better, but family licenses aren't always great when mum would also like to get away from it all from time to time and do some solo fishing but can't justify getting an individual licence to do so.
Hard to respond as I don't see alot of fish and game communications Cant say I have seen any that includes women
This email was my first communication and it came via my partner.
By awarding women anglers with something appropriate when they renew/ apply for fishing license. By providing incentive for women anglers who are on another person's (man's) licence to get heir own. Encourage , interview women anglers and spread the word between us. Celebrate us.
I am happy with the way thing are - no issues anywhere for me.
I have not seen much marketing for women
Until the organization gets equal women representation in the board only then women / girl anglers will have more participation in the sport, currently it's an old boys club
More information in publications regarding women anglers to make women feel that they can participate in what has always been a man's sport.
Providing opportunities to get out and about with family
Maybe a challenge article like most unusual fly used to catch fish, largest fish etc. maybe even recipe share
I don't often feel discriminated against as a female but I have been a "tomboy" my whole life and often prefer the company of men as they tend to have more in common with me and enjoy the hobbies I enjoy. I think having female specific competitions or fishing days could be beneficial but I fish to enjoy time with my husband and family so it's unlikely that this would be something I would participate in personally. On the other hand I feel like further division between the sexes can just encourage more sexism and more negativity so I'm more inclined to not separate them.
I find it wrong that the primary licence holder always gets a hat/knife etc when they purchase the license- what about all of the secondary (many women) licence holders?? - we still pay towards a licence yet are ignored.
Accessible information nights for women, lessons for women, club nights for new women interested in learning more.
Promoting more woman participation, promoting fishing events in Auckland for women and men where both can feel inclusive.
Don't separate men and women - we are all anglers that work under the same rules and regulations.
My experience is that I am an afterthought to everyone I fish with. The primary focus is always on men's participation and competitiveness. Learning to fish from my male fishing influencers is like being taught to drive by them. It ends in tears. Freshwater fishing is a male pursuit. Women cannot turn their back and pee into the bushes. I feel less confident and secure in some remote situations.
On a family licence both persons should have equal rights to go fishing solo if they wish. At present the secondary person can only fish if the other primary holder is also fishing. This limits the opportunity of the secondary person to participate in the sport. IE the female on the family licence
Allow partners to fish alone when they have a family licence
Advertising with women. More women fishing gear
through the local Freshwater fishing clubs
Balance the genders in photos, articles and advertising. Hold lessons on how to humanely kill fish, fillet, and cook etc.

50% representation in publications of articles, advertising etc relating to men and women Aim for more diversity in council to encourage women - very much the feeling that male dominated and that is rather intimidating. Definitely puts women off standing.
Represent men, women and children together in adverts, magazine covers, competitions and promotions, so all are able to complete or feel part of wanting to join in the sport as a family. And don't split it between races, as labelling people creates a divide. Rather promote a "we" or "togetherness" for all people of all walks of life.
Special events for women. Media, magazines, article, website targeting women. Events in schools especially with sponsorship. Linking environmental / katiakitanga and ecological knowledge gains from freshwater fishing. Tying in events with outdoor pursuits curriculums in schools and colleges. Lesson that cover everything from gear, techniques to preparing food....
Beginners tuition. I have to rely on my spouse to teach me, and I end up just getting him to tie lines, set up hooks for me, rather than getting taught to do myself.
More equipment and clothing for women. Women classes and guiding. Trips in outback for women
I must admit that gender really never entered my mind... so it's hard to say as I haven't been paying attention through this lens... Would be cool to have more support for new anglers (men and women), and maybe some female clubs or organised group outings? For instance, NZDA are doing a women's Tahr hunt next month, it would be cool if there was something similar for fly fishing.
As a secondary person on a family licence I feel completely ignored by fish and game. Everything is directed and sent to my husband.
LOWER THE COST OF FAMILY LICENCES
I do not feel that Fish and Game NZ have to communicate to me in a different way just because I am a women. Goodness it is fishing, non gender.
keep writing articles on women anglers for your magazine
Dedicated communication for women, talks about success, challenges, pictures, etc.
Run more courses to teach women to fish Make the licence more affordable
Female youth is the future.
Simply by using females in promotional material
Women fish because they want to it's nice to see women fishing in magazines but it is not a contributing factor to women fishing!!
Why can't I fish alone as a second on my partners license? And he won't make me primary.... Stupid system. I'm not sure as in all the years I've been fishing my father or husband has organised everything. In saying that both my 3 daughters and I all love fishing. I don't even know how F&G NZ communicate with woman/girls. (Although I do appreciate the fact that they know what a woman/girl is).
The reason I do not fish more is that I am dependent on my partner to take me fishing as the family licence does not allow me to fish on my own. I can only fish when and where he does
I don't read much of their material and don't focus on the women / girl angle if and when I do.
Enable the secondary person on family licenses to go fishing without primary holder. It's old fashioned, restrictive and sexist. If a family pays all that money for a licence we shouldn't have to wait for primary holder to be present at all times. That's what is restrictive and holds women and girls back.
More stories in magazine on female anglers.
Integrate it more into business as usual. References to women seem to be the outliers and highlighted as being "special" rather than communications being focused to all genders equally.
Definitely as I have never seen anything
There are not enough Have a Go Days in the Central South Island, the one local to us tickets out with minutes.
Like many sports it tends to be more male orientated, but when I attended a fly fishing course they were very encouraging towards females.
Separate section in magazine
Target women anglers with promos, events and social media

women only nights at fishing spots like at the southern reservoir or the likes around Dunedin or even on the taieri river. F& G clearly have women's information via the fishing licence or you wouldn't have contacted me so it's not that hard for them to let me know about women only nights, is it?
Information provided at schools - liaising with fishing clubs to support courses that target girls/women, provision of more information on where women specific fishing gear can be found. Not continuing to perpetuate links between looks and fishing in advertising (I specifically refer to the Fish and Game magazine issue 47).
Encourage diversity across the wider network, such as in shops like hunting and fishing and in all areas relating to the industry, which would further normalize female participation.
I think on the family licence it should be a joint thing that both adults can take the kids fishing with other primary person having to be there. What happens if the primary person is away working and the secondary person want to go fishing with the kids or family friends they can't. Seems bit silly in today's world. For the \$180 something dollars we put to have a family licence it should allow a maximum of two adults as primary licence holders. It's something that's annoyed me for years. Fish and game seem to have a old boys club mentality even when it comes to game bird licenses in Southland it's piss poor
Including more women and girls in all aspects of the print publications and film, encouraging girls and young women to get involved, having events, and getting schools involved in fishing and education around fishing and the environment.
No opinion
Men don't think of the safety issue e.g. I wouldn't go out on my own fishing park my car in a strange place and fish til dark then have to come back to my car after dark. Makes me feel unsafe. When I was on my own I would never consider fishing even in the day time. Unfortunately there are quite a few homeless people that live in cars on riverbanks and can be quite intimidating. It would be good if there was a system maybe an app that women could check in where they are going fishing and for how long then check out when they leave.
Social media and events for women
More women advertising fishing gear and fishing spots around the country. a women on the brochures and magazines modelling a new fishing jacket or what shoes she wears or hat or rod she uses etc full page not just small section of the book.
Stop focusing on the difference between men and women. Fishing about enjoying the outdoors and for our own mental health, this is important for men and women.
Having articles showing other women out there is always helpful.
Get rid of the secondary licence rules on the family fishing license. The current rules say that if I'm the secondary licence holder I can't fish without my kids or my husband. I know other wives that get stuck by this rule on the family license. We get a family licence because it's cheaper.
With family licences, having the requirement a secondary licence holder must be with the primary licence holder seems like a large restriction - as a secondary licence holder it means I have to be with my husband to go fishing, and can't go on my own. However, although my husband fishes more than me, I would like the option to be able to fish without him present. I imagine the primary licence holder is more commonly a man, which seems somewhat limiting for many woman anglers
Courses available for females.
Have more woman trainers (e.g., flyers at hunting and fishing), or more promotional magazines for woman. It is awfully sad that I see less woman advertising within magazines/ hunting and fishing than I do men.
Let woman be the primary licence holder on a family license. I couldn't take my children fishing without my husband who was the primary licence holder. Apparently women can't be primary licence holders. Have women only days. Have a women editor on the magazine.
Keep in touch with people who attend a woman's course.
By publishing photos of adult women anglers, also of older age and not only attractive women who show off their gear in fishing magazines. You sometimes see a woman/ girl holding a fish but I doubt sometimes if they caught it themselves. Rarely on videos and even less on instruction videos. Family licenses should be made less expensive so fathers are more likely to spend fishing with their daughters and wives instead on their own. That give them a change to take a rod in their hands.
Price of licenses too dear

The family licence does not give equal opportunities to women to fish. A main angler, usually the dad is named and the kids can only fish with them .so once dad is back at work say in the summer hols there's 4 weeks where mum can't take the kids fishing as she's not the main person on the licence. Seems dumb
It's pretty disappointing that on a family licence the male is normally the primary holder which means the wife and or mother can only fish if male is present, and she can take the kids fishing but not allowed to fish herself. Taupo has a family licence enabling each member in family to fish individually.
Not sure, guess by keeping us in mind and encouraging us to get out there and try it
pleased to be able to do survey. generally pay for licence and that's it
Fish and game are very much like police and not advocates for learning to fish, best practice etc. Could do more for all in this space
Allow adult family licence holders to fish separately
I have not experienced gender discrimination, I understand majority of Fish & Game participants are male but I don't feel excluded from group.
Somehow the image put forward in hunting/ fishing publications has to change. There needs to be a feeling that fish and game are talking to all persons not just men. I think historically fishing has been male dominated. I have never come across a female fisheries officer.
Maybe for family licence have a section of safe accessible spots for solo female anglers who don't 4X drive. 0800 help to ranger if needed - lost or feeling unsafe
You need to change the family licence that I can go fishing on my own when I choose. It's ridiculous that I am bound to only go fishing with my husband present or my child. What about when I want to go fishing too. You should be encouraging ALL licence holders to fish any time they choose to. Not restrict people from the enjoying of being able to fish because we have a family licence. It really aggravates a lot of women anglers who are part of the family licence.
Articles on women fishing, sell increase ideas.
No idea. Assume they receive the magazine
Social media does all that now
More gear for women, more representation in ads etc. (and while you're at it, maybe include more coloured people too?)
Using more female role models
Targeted emails to female licence holders. Perhaps have female outings
More use of female in publications
a magazine just for women
More local events like take a kid fishing, but targeted to females/women who may not get the opportunity to go out in a boat or stand beside a river to fish.
I don't fish very often, and if were not able to be on my fathers family license, wouldn't buy a licence myself, so would stop fishing.
Less woman fish than men, that's the reality, I don't know you need to improve the way you communicate, I go to hunting and fishing and I get the fishing magazines, I don't feel any different about fishing than a man would
More women pictures/ articles available
More local fishing clubs
Have a change in staff have more woman out in the field checking licences..
Continue to be inclusive and supportive of female anglers.
Encourage father/daughter or mother/ daughter days at clubs. Free fishing/casting lessons for beginners. Fishing as options at schools for younger kids.
Lower licence price. Show more girls fishing
There are events just for children, however we need some events and promotions for women, especially the novice and intermediate level ones.
Even though there is reference to women anglers in magazines etc.. It is slightly one sided. Maybe more women fishing stories. Specific days for women.. like a competition/fun day
More efforts to provide opportunities, discounts for licenses for first-time single women, etc, may be helpful for competing with other recreational pursuits for women. The price is a big deterrent for me.

Fishing classes for women/girls only. Preferably run by women
Include female anglers in your content and program planning. Women and girls should feature in all publications as authors, photographers and as subjectsâ€”50:50 with men and boys. And I don't mean as a special, pink feature or guest editor issue. Look at your coverage and make it equal representation: show what you would like it to be. That will increase female participation. Women participate in fishing in many different ways, I imagine, and if you get women content creators in publications, and place emphasis on features that include female subjects, that diversity will reveal itself. And do some Women's clinics, more take a kid fishing days, and get those retailers to sell Women's stuff that is for women because it is designed to fit the female form, rather than just â€”available in pink and aqua'.
Possibly girls instruction opportunities
Female representation in the fish and game magazine. Free female only fly fishing classes.
Have a women's section in the fish & game magazine. Articles, clothing and equipment aimed at women. Also classes or fishing guide tours for women.
Make the family licence so that secondary holder can fish alone.
Regular articles, ways to encourage more to give it a go, one off days with guides etc
write, publish more about woman anglers.
Provide an area that's well stocked with fish, woman only days and get us more hooked on our sport. Open up some of the restricted access to us as individuals.
More workshops, fishing days, competitions for gear
On a family membership only the primary angler is kept updated on anything about fishing. I didn't know my husband had been emailed this survey until he forgot to log out of his email on the computer we share! In 20 years I have never been directly contacted by anyone from Fish and Game.
providing more information where families can fish.
I am a senior citizen who purchases a family combined licence with my husband. It is limited to the days he goes out. Possibly only hold a rod a couple of times a season!!!! If I am lucky.
Get more products out there such as waders designed for women. And not frilly pink clothes/gear. I don't really care how it looks I just want to be comfortable
No proper toilet facility
I haven't seen any specific communication to female anglers (which isn't to say it isn't out there), but have seen some representation in Fish and Game magazines. Seeing more women represented in the sport and hearing their experiences is always a good thing, especially for young females. If you can't see it, you can't be it.
A family licence should enable women to fish alone. I usually get a 10 day fishing holiday with my partner, children and grandchildren and a kayak fish by myself would be a most welcome treat.
By having more on Fish & Game council
More toilets (portable) at canals
Feature more woman and girls in outward material
More female role models in the sport. All female fishing events.
Do not have primary licence holder for a family licence. Why would you!! I ignore the rule, but I am aware I am not allowed to go fishing alone/ or with my son without dad there.... That really limits female anglers!!