

# Switch Your Fish

*Funded by Fisheries Research and Development Corporation (FRDC)*



Using a social marketing approach, the 'Switch Your Fish' project addressed the decline of Snapper and Pearl Perch stocks off Queensland's Sunshine Coast. Delivered in partnership, this project aimed to voluntarily change recreational fishers' behaviour and alleviate fishing pressure on these species.

Social Marketing @ Griffith engaged various stakeholders in applying co-design and Creating Collective Solutions. More than 300 stakeholders and recreational fishers contributed by identifying priorities for action and designing approaches they wanted to see. Their designs informed the development of the 'Switch Your Fish' 6-month pilot program.

Targeting men aged 25–55, the 'Switch Your Fish' campaign aimed to motivate recreational fishers to choose alternative species like Amberjack, Cobia, and Mahi Mahi over the overexploited Snapper and Pearl Perch. The campaign utilised various strategies, including e-news, videos, reels, and engagement efforts like boat ramp signage, recipe tastings at the launch event, and appearances from influencers and celebrity speakers.

During the campaign on the Sunshine Coast from April to September 2021, 'Switch Your Fish' successfully reached over 20,000 recreational fishers in the target audience on Facebook, with a total reach of approximately 120,000, including multiple exposures. Results showed that more fishers caught the promoted alternative species compared to a control site during the same period.

Full project details are in the [final report](#). Our first [scientific papers](#) were published in 2023, detailing the 900+ priorities over 200 stakeholders contributed and the consensus approach used to identify the top 25 priorities for change.

This project contributes knowledge for future voluntary interventions that can be applied to encourage recreational fishers to switch their fish.

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**120,000+ people reached**  
including multiple exposures to campaign messaging and events

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**Fishers switched their fish**  
focus to the alternate species at the pilot site during the campaign period

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**Project partners:** FRDC, Currie Communications, Social Marketing @ Griffith, Centre for Marine Socioecology (CSIRO), SCF Australia, and QLD Department of Agriculture and Fisheries.