

FWA Media Pty Ltd

P.O.Box 4222

Alexander Hts 6064

Ph: 08 6365 9914

Fx: 08 9343 7292

Email: harry@fishingwa.comWeb: www.fishingwa.com

Media Release

The Changing Face of Fishing ... a lady muscles in on the action.

Fishing Western Australia Returns for 2009 (Series 10)



In a remarkable feat for a locally-produced series, the immensely popular *Fishing Western Australia* will return for its 10th series in December 2009. This year sees the return of 3-season-veteran presenter Nick Hocking and alongside him will be a new presenter with strong fish for the future attitude and a softer touch, Lisa Sharp. This is a further sign of the major change that has come over recreational fishing in recent years. No longer a blood sport the domain of beer drinking mates, sustainability and the “catch and release” philosophy has drawn females to Australia’s most popular pastime.

Lisa Sharp has come onboard as the newest **Fishing WA** presenter after writing for the **Fishing WA Magazine** for the past 2 years. She found her passion for fishing 6 years ago while fishing with her boyfriend (now husband).

Lisa is currently a Casual Fishing Clinic Instructor for Recfishwest (the peak recreational fishing body in WA). This sees her teaching primary school children how to fish as well as the importance of fishing for the future and general fish care.

As a result of the Young Future Leader's Program, Lisa is now on the state Recreational Fishing Advisory Committee and involved in the Recreational Angler's Program. In October 2008 Lisa attended the 2nd National Canberra Recreational Fishing Conference. This conference was an excellent opportunity for Lisa to network with peak bodies and fisheries managers, and provided an insight into the top issues affecting recreational fishing nationally.

In February 2009 Lisa was appointed to a position as a board member on the National Recreational Fishing Advisory Committee established in Canberra, and on October 31st 2009 Lisa was appointed for a two year term as a board member for Recfishwest.

Lisa's huge passion for fishing and involvement in the future of fish stocks makes her perfect in the role of a **Fishing WA** presenter and in promoting the **Fishing WA** message of "Catch and Release". Lisa is a breath of fresh air and has taken to appearing in front of the camera like a fish to water.

Nick Hocking, now with 3 seasons of **Fishing WA** under his belt, returns with Lisa Sharp as they travel up and down the coast locating some great fishing action in picture-perfect spots, and in the process creating one of the best advertisements for our great state.

In this year's 18 episode series the **Fishing WA** crew travel to the Monte Bello Islands, Mackerel Islands and enjoy an adventure to Adel Island with Unreel Adventure Safaris. They also visit Kalbarri, Malaysia and local Perth fishing spots.

Harry Baumann
FWA Media
Managing Director
Producer, Fishing Western Australia.
0409 343 169



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