



TUNA CHAMPIONS

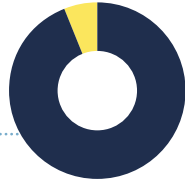
TUNA CHAMPIONS AMBASSADOR

Join the team



SOCIAL AUDIENCE

Facebook



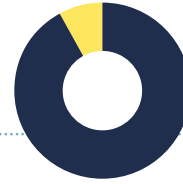
10K likes

12K followers

90 day reach:
1.54M

The Tuna Champions program currently reaches over 11 countries on social media.

Instagram



5.4K followers

90 day reach:
26K



women
men

“We pride ourselves on taking one fish, but we use it all.”

— John and Lydia Cahill

 @tunachampions

 tunachampions

 tuna champions

“Tuna Champions use the best fishing practices for tuna. Like knowing how to catch, handle, release, keep and prepare it to make the most of every fish we catch – and to give the ones we release the best chance of surviving.”

DO YOU BELIEVE YOU APPLY BEST PRACTICE WHEN CATCHING TUNA AND WOULD BE A GOOD FIT AS AN AMBASSADOR FOR OUR PROGRAM?

We are actively looking for people to advocate for our program through applying the best practices which can be found in our Code of Conduct. This mutually beneficial relationship allows you to share the Tuna Champions Ethos which benefits our program, and we share you caring for your catch and provide exposure throughout our channels.



BEING A TUNA CHAMPION MEANS DOING IT BETTER

AND KNOWING MORE ABOUT WHAT YOU'RE CATCHING



[READ MORE](#)



WHAT'S INVOLVED?

Being a Tuna Champion Means both caring for your catch whether you're retaining or releasing fish and promoting this to fellow fishers. This involves handling your catch with care by using single hooks, knotless nets and Ike Jime processes for dispatching to name a few. Not only does this result in giving the fish a better chance of survival if releasing, but it would mean a better result on your plate if you chose to keep one for a feed.

WHAT CAN YOU DO FOR US?

There is no expectation of the quantity of content delivered, as we understand that fish aren't always on the chew. But if you get that great photo or video which shows you adopting the Tuna Champions Ethos tag us, so we can repost your content and share it with our online community.

You must live and breathe the Tuna Champions Ethos and be willing to share that with friends and the wider community.



There is however an expectation of quality as outlined:

Catch

- Using single hooks when releasing tuna
- Heavy gear (line, leader, rods and reels)

Handle

- Wet hands
- Knotless landing nets
- Foam mats for handling fish onboard
- Efficiency whether dispatching or releasing

Release

- Using lip grips to control larger fish boatside
- Gently placing fish in the water
- Tagging (if applicable) in the correct location

Keep

- Dispatching fish using the Ike Jime process (brain spike, bleed, pith, gut and gill)
- Icing fish in a saltwater ice slurry

Prepare

- Keeping fish chilling until the core temperature nears 0°C
- Utilising the fish to maximise yield and minimise wastage

If we have events in your region your presence and attendance at our booths or shows would be invaluable to help spread the message.

Even conversations at your local pub with fellow fishers helps change the understanding of fish handling and care.

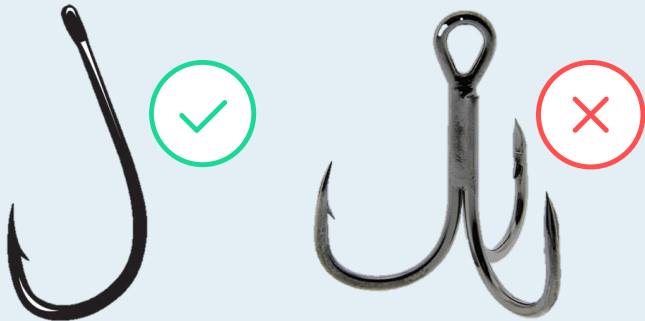
We would also greatly appreciate if you share some of our content to help spread the message. We have some posts with over a million interactions.



WHAT CAN WE DO FOR YOU?

We offer you a platform where we will share your brand, images and of course fish photos to our network of followers. This gives you international exposure and directs our followers towards your profile. Being an ambassador is also highly regarded amongst fishers and is acknowledging your efforts to be a part of the change and caring for your catch. We also provide directed advice on improving your own fishing and handling practices.

IMAGERY EXPECTATIONS



Use single hooks instead of treble hooks.



Fish predominately cleared of blood, and hands are not placed in the gills of fish.



Instead of fish laying on the deck, fish are in an ice slurry fully submerged, gutted and gilled, bled, brain spiked and pithed.



Fish are cradled to support their entire bodyweight.

HOW DO I GET INVOLVED?

Simply email bluefin@tunachampions.com.au with an Expression of Interest no longer than 250 words, outlining what you do to care for your catch and how you embody and embrace the Tuna Champions Ethos. This can be either in action when chasing tuna or even in the kitchen, even better...both! You don't have to have a large social media following but engagement with other fishers is beneficial, so having your social media handles there will help us verify your status as a Tuna Champion. If accepted, we will send you a Tuna Champions Ambassador package and complete an onboarding template so we can create a profile for you on our website.

Don't worry, it is not a requirement to have a large social media following, however, it is a requirement to have some reach in your local community so please provide an example of your reach (eg a member of a fishing club, council etc).

BECOME A TUNA CHAMP - TAKE THE TUNA PLEDGE

I DO SOLEMNLY SWEAR TO CATCH,
HANDLE, KEEP OR RELEASE TUNA AS
SAFELY AND HUMANELY AS POSSIBLE – AND TO
PREPARE IT WELL. SO NO FISH IS WASTED.

KEEP ME UP TO DATE

Your email address

I'M IN



TK

@tk_offshore_fishing
QLD

Our tuna fishery is vibrant, healthy
and well managed...



JOHN & LYDIA C

Melbourne
VIC

We pride ourselves on the motto 'take
one fish' and use it all.



JONAH Y

New Norfolk, TAS

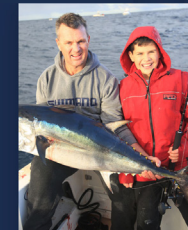
Fishing for SBT in
Tassie got me
addicted to
bluewater...



**PATRICK
D**

@patrickdangerfi
eld
@reeladventuress
how
Geelong VIC

I love tangling with
Southern Bluefin
Tuna because they
are big, fast and...



AL M

@almcglashan
Sydney NSW

There's something
special about
bluefin - but we
need to appreciat...



**PAUL W
& FAM**

@ifishtv
@ifishchick
@jetreef
Cranbourne VIC

I love fresh SBT -
but look after that
delicate flesh the
second it hits the...



CHLOE L

@she_fishes
Sydney NSW

When you're
fighting a fish and
you stop to rest, so
does the fish - an...



LEE R

@leerayner
@leeraynerfishin
g
Melbourne VIC

If you're going out
to catch SBT, take
the right gear. With
super light tackle...



TUNA CHAMPIONS

Being a Tuna Champions ambassador comes with a responsibility and as an ambassador we appreciate you follow the code of conduct when possible and we also choose to avoid the politics of fisheries management. We are about awareness and accountability that we all have a role to play and as Tuna Champions we want to make sure we minimise wastage and make the most of every fish whether we are keeping it to eat or releasing it to fight another day. We understand it is a learning curve and there are situations where you may not be able to apply our ethos, but there would be an that you learn our material and apply it. It is based on solid science and practices used by commercial fishers to maximise the value of their catch. However, if you are seen to be neglecting our messaging, it is within the rights of Tuna Champions to revoke your status within our program, as encouraging our positive messaging is of the utmost priority.



□ Photo: Al McGlashan

