
GOLDEN TUNA CHARTER OPERATORS



TUNA CHAMPIONS

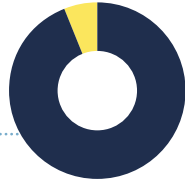
Tuna Champions is a stewardship program encouraging recreational fishers to play a part in improving tuna fisheries by applying best practices for responsible fishing. Better fishing practices minimise the impact on fish stocks, consider the welfare of individual fish and overall, make the recreational fishing sector better stewards of the resource.

“As a charter operator and super keen fisherman, looking after my catch is not only good practice, it’s vital in maintaining the eating quality of our tuna for our clients and ourselves. Better quality fish means our clients can enjoy their ‘day out’ well beyond the day they booked with us.”

— Richie Abela, Dream Catcher Sportfishing II

SOCIAL AUDIENCE

Facebook



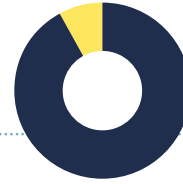
10K likes

12K followers

90 day reach:

1.54M

Instagram




5.4K followers

90 day reach:

26K

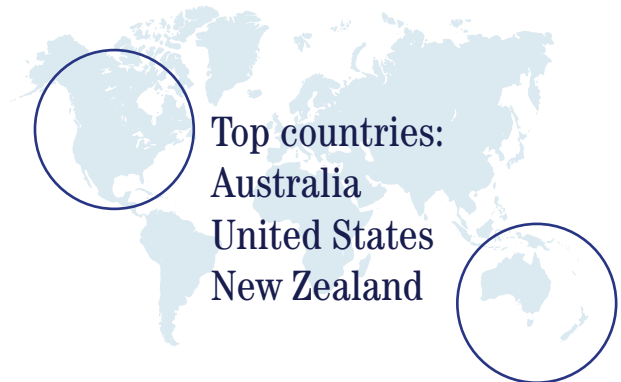
 @tunachampions

 tunachampions

 tuna champions

 women
 men

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



GOLDEN TUNA CHARTER OPERATOR PROGRAM

Do you believe you apply best practice when catching tuna on charters and would be a good fit as a Golden Operator 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, but it also allows our brand to publish and share your business and provide you with exposure through our program.

Often many clients who fish you will be new to Game Fishing, which is why it is so important that as operators you can provide them with the education they need to apply best practices when catching tuna.

WHAT'S INVOLVED?

The Golden Tuna Charter Operator Status may be something that cliental will be looking for when choosing which boat they would like to charter. Meaning, this accreditation may not only improve business, but leave clients with the highest quality experience onboard your vessel and the best product on their plate.

Being a Tuna Champion means caring for your catch whether you're retaining or releasing fish. 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, but it would mean, a better result on your plate for your clients if you chose to keep one for a feed.

□ Photo: Richie Abela

BEING A TUNA CHAMPION MEANS DOING IT BETTER

AND KNOWING MORE ABOUT WHAT YOU'RE CATCHING



[READ MORE](#)



WHAT CAN YOU DO FOR US?

There is no requirement as to the quantity of content delivered, as we understand that fish aren't always on the chew.

You must live and breathe the Tuna Champions Ethos and want to educate others such as your clients to also use best practice.

Sharing images of your catch both on the water and in the kitchen is also a great way to promote your charter and our message, so tag us and we can reshare this with our audience.



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

Continue spreading the message through conversations with your clients about the history of tuna fisheries and the importance of caring for the catch, maybe even releasing a fish for someone else to catch in the future.

IMAGERY GUIDELINES



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.

WHAT CAN WE DO FOR YOU?

We offer you a platform to share your brand, images and of course relative science 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. As well as this, your brand, contact details and imagery will be promoted on social media and appear on our website for those who are interested in looking for Tuna Charter providers. Your accreditation as a Golden Tuna Charter operator will be valuable as it provides clients with a level of confidence in knowing their operator will take care of their catch.



HOW DO I GET INVOLVED?

Simply email bluefin@tunachampions.com.au with an Expression of Interest and we will get back to you with your eligibility as a Golden Charter Operator for our program. If accepted, we will send you a Tuna Champions Charter Operator package and complete an onboarding template so we can create a profile for you on our website.

In this EOI please detail how you care for your catch, including release techniques, dispatching processes and the finished product that your clients can expect (fillets, cryovaced, smoked).

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

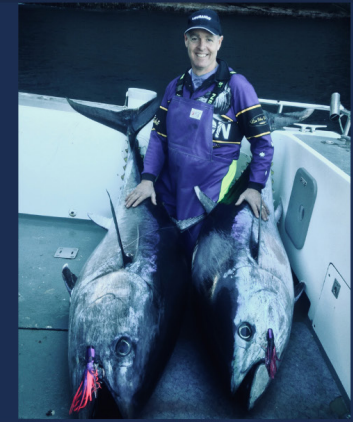


RICHIE A

Melbourne VIC

SBT are tough competitors. I love the challenge of the fight - and the joy of seeing someone catch their first big one.

[↶ Read more](#)



STUART N

Eaglehawk Neck TAS

SBT have been a big part of my life for 20 years. I still love taking customers out to experience catching this amazing fish.

[↶ Read more](#)



TUNA CHAMPIONS

Being a Tuna Champions ambassador comes with great responsibility and as an ambassador we appreciate you follow the code of conduct when possible. We understand it is a learning curve and there are situations where you may not be able to apply our ethos. 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

