

NEW PRODUCT RELEASES



As provided by the Exhibitor

Company Name: Recfish Australia	Brand of Product: NEATFish
Company Representative : Dr Ben Diggles	Mobile contact : 0403773592
Website : www.neatfish.com	Stand Number / Location: 348

Model / code of the new product: not applic

Description of new product :

NEATFish is an environmental standard specifically designed for rating fishing tournaments with a 1 to 5 star rating system. The standard is based on a questionnaire that is available online at www.neatfish.com. Tournament organisers can use the website to evaluate their tournaments environmental performance as well as social and economic aspects. If they wish for their NEATFish star rating to be officially recognised, payment of a \$95+GST administration fee allows the tournament to be officially listed on the public list of accredited tournaments at www.neatfish.com/events. Besides the public recognition of their environmental credentials, NEATFish accredited tournaments are eligible for discounts and special deals from a range of sponsors and insurers. NEATFish was developed by Recfish Australia with funding from the Fisheries Research and Development Corporation.

Unique Features / other information :

Worlds first environmental standard for fishing tournaments.

The Sydney International Boat Show
30 July to 3 August 2009, Darling Harbour, Sydney
www.sydneyboatshow.com.au