



BUSINESS AREA: MOBILE APPS & IT

Case Study

VicFishCatch

Built for sea urchin divers, the app allows dive fishers to easily report their activity and record their catch as they catch it, even if they are located offshore or offline.

Once they're done and back in signal range, they can upload the report with just a tap, entirely bypassing the IVR process and the need for paper based log books.

The app utilises the device's GPS to automatically tag the location of the dive and allows the fishers to record their effort and their catch in either the total whole weight of the urchin, or the weight of the roe (the edible part of the urchin, prized as a delicacy in Japan), which the app then converts to a whole weight value for quota management purposes.

The app also replaces the old system of monthly paper based logbook reporting, which is beneficial for both the fishers as well as Fisheries Victoria, who not only receive the information digitally, but also more quickly too.

"Yesterday I received a call from a sea urchin diver who is the first fisher to use the app in production. He phoned me just to say how pleased he was with his first experience. To quote the diver, he said "The app worked like a dream". He said it is very easy and quick to use and he is excited to use it again."

Candice Harwood
Senior Licensing Officer, Victorian Fisheries Authority

Customer Profile

www.vfa.vic.gov.au

Company

Victorian Fisheries Authority

Location

Victoria

Industry

Government and Fisheries

Product

VicFishCatch

Solution

VicFishCatch is an app developed for deployment to smart phone devices to enable Sea Urchin fishers to fulfil their activity and catch and effort reporting obligations

Benefits

- Streamlines dive reporting by providing a convenient and simplified method for submitting dive activity reports
- Enables divers to enter report details as they fish, even when their location is offshore and outside of signal range
- Is an alternative to the use of monthly paper-based logbook reporting and IVR activity reporting used by other fisheries



The Issue

A new quota based fishery has been established to enable the commercial fishing of Sea Urchin using divers.

Similar to other commercial fishing operations, dive fishers are required to submit several reports during the course of their diving operations. This includes reporting prior to the commencement of fishing during and post. These reports detail intended activity, the actual effort of the divers as well as how much sea urchin they actually catch which is then deducted from the licence quota.

In other quota managed fisheries these types of reports are submitted every month on paper in addition to being phoned in via an I.V.R. (Interactive Voice Response) system that is time consuming and experiences call drop out from time to time. The IVR reporting relies on an uninterrupted offshore cellular signal.

The Solution

Fisheries Victoria recognised that there was an opportunity with the introduction of a new fishery to introduce a new approach to reporting.

The VicFishCatch app was conceived of and developed to utilise smart phones as a reporting platform.

VicFishCatch uses capabilities such as phone based GPS to automatically tag the location of the dive, device based databases to record the catch effort and catch weight for offline and online data recording, complex logic to convert the weight of the roe to the weight of whole urchin for quota management purposes.

Careful UX design minimised the amount of information that needed to be entered by the fisher and ensured that the information was captured at the most appropriate time.

The Benefits

- ✓ VicFishCatch streamlines the process of activity and catch and effort reporting for fishers
- ✓ Information is entered when it is needed and when it is available

- ✓ Fishers can record catch and effort details during their fishing operation, even when they are operating offshore and outside of signal range
- ✓ VicFishCatch is a convenient alternative to the other methods of activity and catch and effort reporting
- ✓ Smart phones are increasingly used by fishers in their day to day life so no additional investment is required on their behalf.

If you'd like to know more, [please get in touch.](#)

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