

FEBRUARY

2012



Steve Williamson's Trout Tales



Steve Williamson's Trout Fishing Adventures.

Steve's Comments



Well the holiday season is over and the kids are back at school and so it's time for Steve to have a few days sleep.

Over January Jindabyne's tourism started off slow, hit a peak first week of January and then by mid January was quite slow and the feeling is that people were not holidaying. On the south coast it was a little busier by all reports, but again tourists were not spending money and so towns are feeling the pinch and that looks like the way it is going to be for the next 6 months at least.

I would like to be more positive but until we have a little more stability in our economy people are going to be careful with how they spend.

Good news on the trout front is that everything in Jindabyne has been stable – stable lake level and stable lake temperatures and stable fishing. Only thing NOT stable has been the

weather and that at times has been pretty crazy this year with some days very cool morning then it warms up with afternoon storms.

Trolling in January was steady but not brilliant with the crazy weather upsetting the trout some days and the cooler water spreading the trout out around the lake so it wasn't really a downrigging January it was better for the shore based anglers with water temperatures remaining under 20 degrees C about 5 degrees down on normal surface temperatures.

Not a lot of insect hatches either on the lake to get the trout jumping, so we saw very few fish rising each morning.

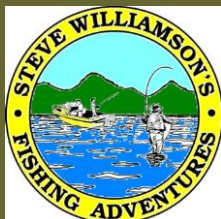
Bait spin and fly anglers all had reasonable fishing on the lake. The stream and river fishing was also a little late getting started and with cooler temperatures evening rises were a little less predictable but when we did get a barmy evening the dry fly fishing was very good. What February will bring we won't know until the months over but if we do get some hot days

fishing might change significantly. As I write the edition of Trout Tales, the weather has at least been stable and the fishing sort of normal once again.

EXPLORING KHANCOBAN

If you have done a little fly fishing and you want a great weekend away fishing some streams over the other side of the mountain and into Victoria in some cases on private property where the trout hardly ever see an angler, then I still have vacancies for this month's Exploring Khancoban weekend. I get people returning 2 and 3 times for this weekend as everyone has a great time. Call 0264561551 if you're interested as we I might just have a 'Last Minute' deal for you!

The Beginners fly school is also on in a week or so and I still have vacancies there as well and there is a special FREE accommodation deal going there as well as a special last minute deal. All in all a very busy month ahead and the fishing should be good so if you get a chance head down to the mountains for some fantastic trout fishing.



Weekend
BEGINNERS
FLY
SCHOOL

DEALS
with limited
FREE
accommodation.

11th and 12th
February.

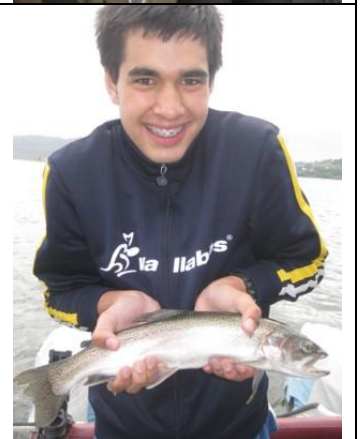
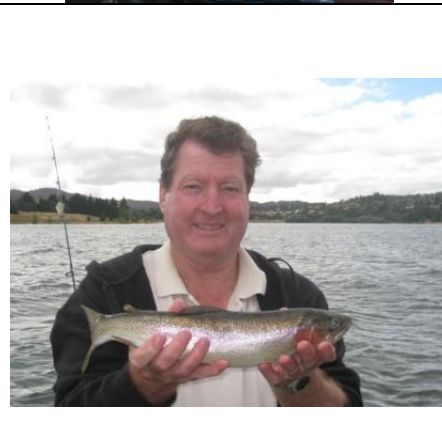
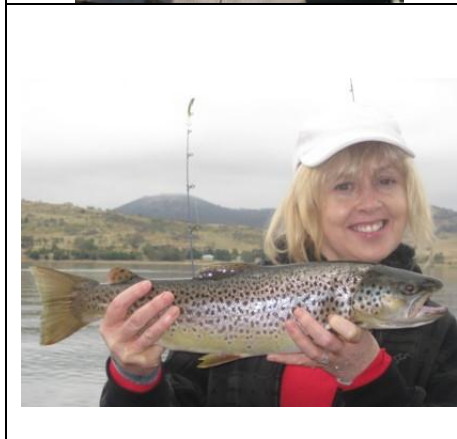
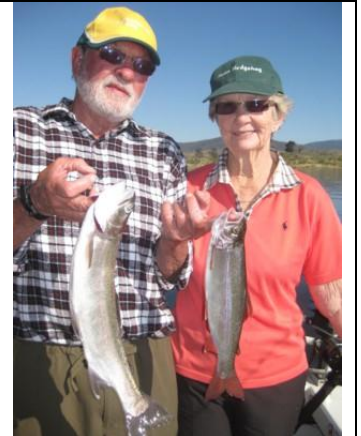


Trout Tales – February 2012



January Photos

If your photo is one of these,
you could win a tackle pack.
First to call 64561551 wins.



Jindabyne Trout Fishing Adventures has just created a NEW Facebook page which will be monitored almost daily throughout the fishing season with updates on the VERY latest fishing conditions with anglers reports as they come to hand.

You will be able to check out the latest photos of anglers catches and there will also be some amazing give aways and discounted tackle and even trout fishing tours and lessons. For the first 50 likes on the site a FREE Tasmanian Devil lure and leading up to Christmas lots of other give aways as well.

From time to time we will also has some wholesalers products that need testing to be given away in exchange for some honest angler reports.

Go to <http://www.facebook.com/pages/Steve-Williamsons-Lake-Jindabyne-Trout-Fishing-Adventures/286736598024666>

CRANKY OLD STEVE'S SAY



In last month's newsletter I mentioned the huge costs of wages to employ staff on public holidays and I mentioned the tiny café that has to make a dollar selling cups of coffee. (Without a piece of cake as an extra)

Well to the idiot that said it only costs 20 cents to make a cup of coffee and there are huge profits, then you need to do some sums and just try and work out how many cups of coffee you have to sell in a day to make a living. If you sell a coffee for \$4.50 and it costs you 20c to make then you make \$4.30 a cup profit. Then there's the rent, electricity, phone, public liability, workers comp insurance GST, etc etc etc.

If there is the business owner and two staff in the café, and they are paying a public holiday rate of \$35 an hour, then that's \$840 a day wages, so that's 200 cups of coffee just to pay the wage bill, You sir (the complainer) are an absolute fool!

You are obviously a person that has never owned and run a small business.

Sign of the times!

OPEN TODAY

*For your convenience!
Yes, we are open today
even though it's a public
holiday.*

*I am sure you will be more
than happy to pay a 10%
surcharge to help cover
our wage bill!*

Dear Politicians one and all.

I have a secret for you!

If you want to win an election, then listen to the public!

What we want!

(Besides better fishing)

1. Better aged care (I'm getting older)
2. Better dental health care.
3. Better hospitals.
4. Improved education.
5. Better roads.
6. Better public transport

What we don't want!

1. A carbon Tax
2. Mining Tax
3. Illegal asylum seekers.
4. BER's
5. National Broadband (out side of hospitals and education facilities or where it is needed.)
6. Pink Batts?
7. Financial uncertainty.

Help Line! 24 hours needed!

Day 1

Fly guy comes into the shop and spends 10

minutes pumping staff for a fishing report. Leaves without a purchase.

Day 2

Same fly guy comes into the shop complaining about not catching a fish and pumps staff for more information. Leaves shop 20 minutes later. No sale!

Day 3

Same fly guy comes in and after another free fishing report picks up 12 flies and takes them to counter only to argue that \$3 a fly is a rip off and proceeds to put 8 flies back. Total purchase \$9.

Day 4

Same fly guy comes into shop, complaining again that he still hasn't caught a fish, waists another 15 minutes of staffs time and again leaves without a purchase. No Sale!

More! of the story!

Next time this guy comes into shop he will be asked to find another tackle shop.

Remember when you purchase a fly from the internet, don't forget to add on the postage and then ask yourself, "Will the hook break when I hook up on a trophy fish?"

Remember someone has to pay for our well researched up to date fishing information and all the help we give setting up your fishing tackle when you call into my shop.

If you want cheap tackle go to K Mart but don't expect them to show you how to use it! Don't ask

me or my staff for FREE fishing reports if you're not going to support us in one way or another.

We know who to look after and we always look after you well if you show some sort of support in return.

It's called 'Scratch my back and I will scratch yours!'

Fishing Club.

If you want a little extra, why not support us by joining my fishing club.

Yes it costs, but I had to join the Costco Store before I could benefit from shopping there and with my fishing club you not only get lots of freebees when you join but you also get benefits of discounts when you shop with us as well as discounts off tours and then there are the members only specials we will be having from time to time. You also get freebees like free lures to try out when distributors give them to us for feedback.

Something to think about it will only get better as membership grows.

Holidays at last!

Well after 40 days guiding it's time for some sleep and maybe I might be a little less cranky (not likely) when I write next month's newsletter. Well you can always dream.

I hope to get a little saltwater back into the blood next week so until next month – happy fishing!

Exploring Khancoban – Taking February and March Bookings NOW!



Join us for this fun weekend! You don't need to be an expert fly caster, I am there to help out and set you up so as if nothing else you will learn heaps!

This weekend is being set up for those fly anglers that would like to explore the other side of the Snowy Mountains. As many rivers, streams and lakes will be explored over the weekend as we can, but at a relaxed pace to ensure you also have time to take in the beauty of the Khancoban area.

You do not have to be an expert fly angler as instruction will be provided for those that still need some help and I can also provide all rods, reels and tackle if required.

Your accommodation at Queens Cottage in Khancoban will be trip back in fly fishing history.

Our itinerary is usually meeting at my shop on Friday lunchtime when we all head over for a stop and warm up fish on the Swampy River.

From there we head to Queens Cottage and settle in and then have dinner.

Next morning we head off for a days fishing before returning again to Queens Cottage for a dip in the 30 degree Celsius plunge pool or if you wish just a relax and a drink.

After dinner it's an early night (for some) before a Sunday on different water for a different experience.

Monday morning you get to have a sleep in before heading off home.

Ask for quote!

INCLUDED -

2 ½ days of Fishing. All Meals 2 nights accommodation (3rd night extra if wanted)

You need to bring-

Your own alcohol and nibbles.

Rods and Reel

Flies can be purchased.

Can be provided FREE.

Rod and reel and Waders

BONUS

Free accommodation on Thursday night at Rainbow Lodge for those that want to come down the night before!

3 rooms ONLY available!

Next DATES are- 17th, 18th and 19th February 2011

Numbers are limited to 6 people only.

COSTS.\$1,390 all inc.

Cheaper if you only need 2 nights accommodation.

Share accommodation rates cheaper again!



Beginner Fly Fishing Weekend – February 2011



My beginner fly fishing weekend date has now been set for 2012 As usual there is limit to the number of participants.

The dates are –11th and 12th February 2011

Prices are – \$390 per person.

This weekend takes you from the very beginning of rigging up and covers both lake and river fishing techniques. If you're interested then send me an e-mail and I will send you a complete itinerary and booking sheets.

As always numbers are limited.

If you can get 6 people

together you can always book a private fly fishing weekend.

Again e-mail me if you're interested and I will custom a fly fishing course to suit your needs.

One day courses are also available and we even tailor corporate fly fishing events to your needs.

February special.

FREE

ACCOMMODATION

at

'Rainbow Trout Lodge'

our 3 bedroom

apartment

to the first 3 people

that book and pay for

the fly school.



Snowy Mountains Fly Fishing Weekend

The very popular Snowy Mountains fly fishing weekend is a great way for those that have just learnt to fly fish or those that want to learn more about the best locations in the Snowy Mountains and how to fish them.

Over the weekend we head off to as many locations we can close by and learn how to fish the

location and then have a fish and then onto a new location.

If you want to learn how to get to more locations this is your chance to explore some of my favourite spots.

The whole weekend is spent on the water (weather permitting) and you get to learn some of the secrets to catching

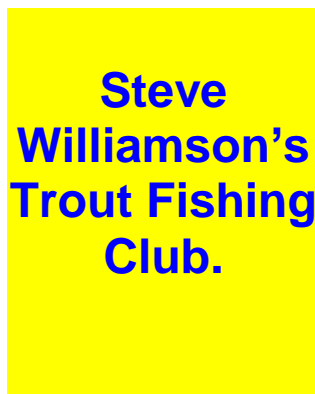
more trout from the experts.

There is a very strict number of places available and I am already taking bookings so be quick if you want a place. Special accommodation deals are also available.

2012 Date.

March date to be confirmed.

Last one for the season!



This month's special members offer!

As a member of Steve Williamson's Trout Fishing Club you will receive from time to time some very special offers and this month we have a beauty for you!

This month we have a special deal with Gillies

Fly Fishing Combo.

Normally \$280 (made up and checked by Steve) this month for club members you can have a boxed 6wt 4 piece combo for **\$100** with a limit of 1 per member only! Plus postage and handling \$15.



Jindabyne's Complete Tackle Hire Service

There is no doubt that Steve Williamson's Tackle shop has the largest range of trout fishing tackle for hire possibly in all of Australia.

We specialise in hire and even have an 2hp outboard motor in case your motor trolls too fast or you're trolling motor breaks down and yes we also have a transom mount electric motor for hire as well.

For the fly angler we have

everything you could want including a fly vest fully equipped with all accessories to make your days fishing as easy as it gets.

We even have vests for spin anglers and can also provide lures on a 'you loose you pay' basis.

If the fish are deep then we can rent you a lead core line or a downrigger when the trout are at their deepest in the summer months.



WE HIRE :

Rods – spin & fly
Downriggers
Lead lines
Sounders
Trolling motors
Electric Motor
Fly Vests
Fly Jackets
Waders
Landing nets

Join my Trout Fishing Club

\$50 joining fee

Those that took up my Christmas offer to join my fishing club were presently surprised to receive a Christmas membership package valued at over \$200.

Sorry TOO LATE now for Christmas offer but for the next 20 people to join you will receive –

- ✓ Limited edition numbered and signed 'Fishing and Camping the Snowy Mountains'
- ✓ Trevor Hawkins "Snowy Mountains Print"
- ✓ Steve Williamson Fishing Adventures T Shirt
- ✓ 4 x Steve Williamson Personalised Tasmanian Devil Lures
- ✓ Steve Williamson Tasmanian Devil key ring
- ✓ Rapala Cap

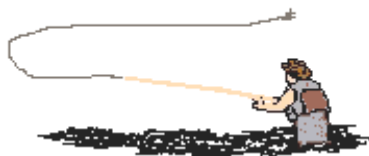
BONUS – Steve Williamson's Club Membership Card with 10% Discount off tours* and tackle purchases valid for 12 months.

* Tours must be booked outside of holiday periods. *Must show your card for shop discounts.

And from time to time you get FREE test lures to try out over the next 12 months from our suppliers.

Steve Williamson's Tackle Shop

Membership Card



Membership is valid for 12 months.

**Just e-mail your details to – sales@swtroutfishing.com.au
or call **02 64561551** during BH.**

**Steve Williamson's
Trout Fishing
Adventures and
Tackle Shop**

Shop 1 Snowline
Centre, Kosciuszko
Road Jindabyne
NSW 2627

PHONE:
02 64561551

FAX:
02 64572991

E-MAIL:
swtrout@airlan.com
.au

We're on the Web!

See us at:

**www.swtroutfishing.
com.au**

Shop News –

Over February my shop will be operating on reduced hours and so will be open 9 till 5pm Monday to Friday and 8am to 5pm Saturday and 9am till 3pm on Sundays.

If you need anything outside of those hours you can always call up during our business hours and order what you want and we can leave the purchase for you at the Shell Service Station for pickup between 7am and 7pm.

GIFT CERTIFICATES

Remember all it takes is a phone call and a credit card to have a personalised gift certificate sent.

Gift certificates are valid until they are used and you only have to pay for any price increases that may occur if the certificate is not taken

with in 12 months of the purchase date.

You can always organise a gift certificate and have the recipient call us at a later date to customize their own trip.

Gift certificates can be sent by post or e-mailed so you can print it out yourself, if you

need one in a hurry.

Just give us a call during Shop hours on 64561551

About Our Organization...

Steve Williamson's Fishing Adventures operates 364 days a year and we specialise in teaching anglers and non anglers the art of trout fishing on Lake Jindabyne and surrounding rivers and streams.

From simple methods like bait and spin fishing to more complicated methods like boat trolling and fly fishing.

Large groups and corporate groups are our specialty.

Whatever your needs just give us a call and allow us to quote for any fishing trip you might have in mind. We also teach saltwater fishing techniques on the south coast of NSW at Merimbula and Pambula.

This newsletter is proudly sponsored by –



RHINO-RACK
Aerodynamic & Heavy Duty Roof Rack Systems

Tasmanian Devil®
Wigston's Lures Australia

If you want to be a sponsor of 'Steve Williamson's Trout Tales', have a regular feature on you business in Trout Tales and on my web site, talk about your new products, and get your message out to over 500,000 people, then give me a call or an e-mail and I will be happy to talk to you.



Rapala

