

Kids get hooked on fishing

Increase in junior participation

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THE future of the Boyne Tannum HookUp remains in safe hands if 2018 junior participation numbers continue on their upward trend.

Junior numbers increased by five per cent on 2017, as did total participation numbers with the magical number of 3000 entries broken well before the event's cut-off time.

The 2018 HookUp had 3055 entries, which was the highest attendance in the three years since the current BTHU committee took over.

HookUp consultant Lyndal Hansen was ecstatic with the final figures.

"They have had some big ones in previous years but certainly for us it was the biggest one," she said.

Junior entries increased from 700 in 2017 to 734 this year, an encouraging sign for

the HookUp committee.

"There's a couple of aspects why we think those junior numbers are improving," Ms Hansen said.

"One reason is that we have a youth committee. The first time we had them was last year and those (youth committee) numbers are up on last year as well.

"Youth numbers have been growing; the youth committee is doing different activities and sending out the message to that age group."

Ms Hansen said the HookUp's Learn to Fish classes for young children were fully booked out, prompting the committee to rethink its 2019 junior strategy.

"That tells us that young people are wanting to learn how to fish and families want to be involved by getting their kids taught, so next year might see that increase again if we put on more classes."



WINNER: Sophia 3, and Fred Bunny with the 3.5m Sea Jay tinnie she won at 2018 Boyne Tannum HookUp.

Photo: Matt Taylor GLA040518BTHU

Committee targeting state funds

HOOKUP president Jennifer McGuire wants to raise the eyebrows of Tourism and Events Queensland in order to secure major event status for the fishing competition.

"The first thing we want to achieve is to attract TEQ's attention and then also support and funding for us to become a major event," she said.

"I don't think anyone understands the tourism attraction potential of the Boyne Tannum HookUp fishing competition for families' tourism experience.

"It's about building that knowledge of a tourism experience in order to promote it as that, for people to come to our region and fish.

"The Infofish data certainly tells us that we're the best place to fish in Australia; with the greatest variety of onshore and offshore fish to catch and the best effort-to-yield ratio.

"If you want to fish as a family and have a holiday destination then you've got the Gladstone region as a place to visit."

Ms McGuire said HookUp would also work with Gladstone Regional Council to become a signature event.

"Any kind of funding we ask for is about development - it's not about hosting the event, we can financially sustain hosting it - what we've been asking for is funding to help develop the economy and tourism sector."

BOYNE TANNUM HOOKUP 2018 BY THE NUMBERS

- 3055 participants (734 juniors)
- 916 participants from outside Gladstone (43 from outside Queensland, four from overseas)
- 678 dead fish weighed in
- 526 live fish weighed in
- \$250k worth of prizes
- 200+ volunteers over the weekend
- 99% said 'Yes' the event was better than expected
- 95% of Boyne/Tannum accommodation booked out
- 43 teams entered
- 15% increase in people attending outside 4680 postcode
- 4 average nights people stayed.



STATS: A snapshot of figures from the 2018 Boyne Tannum HookUp.

Photo: GLA050618HOOK_53

Positive HookUp numbers

THERE were plenty of positives to come out of the Boyne Tannum HookUp despite one statistic that left the committee scratching their heads.

The 2018 HookUp saw increases in attendance, particularly with juniors and people from outside the region. A 15 per cent increase in people attending from outside the 4680 postcode was testament to that.

But surprisingly only 34 per cent of people returned from last year's event, a figure that has hardly budged over the past two years.

BTHU consultant Lyndal Hansen thought the number of returning anglers would be much higher this year.

"I've always thought it would be much higher but last year it was 33.7 (per cent) and this year it was 34 per cent - we had one more person who returned," she said.

"I think it suggests that people don't come every year because of shift work and things like that. A lot of people say to us they can't book in until they know their shifts.

Ms Hansen said the HookUp committee developed strategies this year to target its existing database, something they hadn't done previously.

It's hoped those strategies can increase angler return.

"Next year we are going to try harder to get returns up be-

cause I'd like a 50 per cent return," she said.

"It's been two years in a row we've been trying to get that figure up."

HookUp 2018 entrants will also be surveyed so the committee can keep a close eye on participation data, especially from people outside the Gladstone region.

"We're asking them if they brought anyone with them... That will give us some numbers," Ms Hansen said.

"It will also give us an indication from people, particularly the 916 (from outside Gladstone) who were ticket holders; did they bring their wife or children who didn't register?"

GLADSTONE

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SATURDAY 7TH JULY
Gladstone Events Centre
6:00pm to late

Tickets \$65.00 per person
includes 3 course meal with selection of beer, wine & softdrink

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Our Theme for this Year is a celebration of the invaluable contributions that our Aboriginal and Torres Strait Islander women have made, and continue to make to our communities and our families. Gladstone Events Centre/Yaralla are excited to be hosting this year's NAIDOC Ball!
Live band Dave Dow, and comedian Kevin Kropinyeri will be taking to the stage on the night.

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