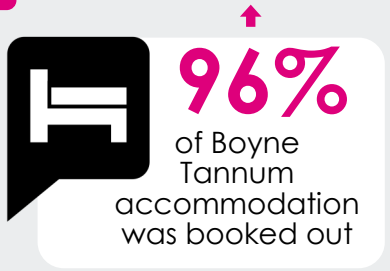
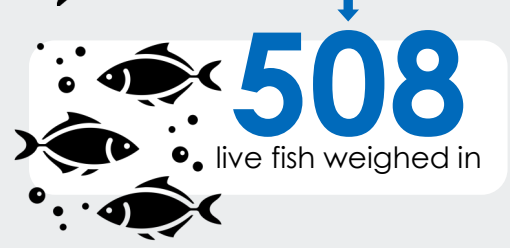
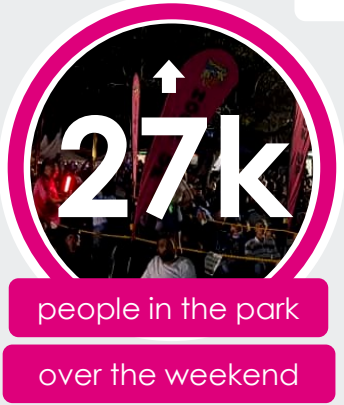
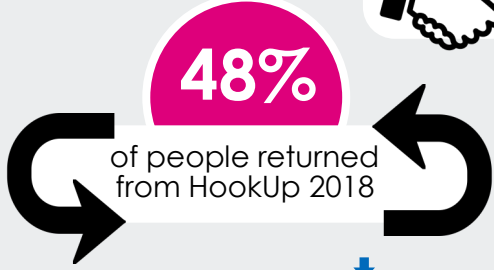
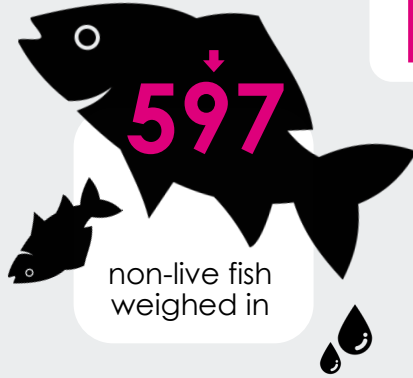


Name: Jennifer McGuire

On behalf of the Boyne Tannum HookUp management committee I wish to express our Association's support of the Gladstone Area Water Board's Recreation Strategy. The reason for this support is:

1. Alignment of GAWB strategic deliverables and the HookUp fishing competition for Gladstone Region economic development via tourism.
2. The HookUp is an annual fishing competition that promotes family fishing. So the GAWB Recreation Strategy provide many opportunities for family to fish around the banks of Lake Awoonga, onboard a fishing charter operation or via watercraft hire (powered by an outboard or human powered by paddle).
3. The HookUp has developed to become Australia's biggest family fishing competition and GAWB have been instrumental in this status because of what they are able to offer as a sponsor compared to any other Gladstone business or industrial site. Fishing is the juxtaposition to industry; so instead of providing sponsorship funding to the event and we use it for merchandise or prizes, the GAWB utilise Lake Awoonga to attract families to fish and catch a huge barramundi in a safe environment. GAWB's Recreational Strategy and the HookUp are delighting many families; because you don't have to be an expert angler to participate and catch a fish.

Attachment 1 Boyne Tannum HookUp – Highlights by numbers 2019



↑ ↓ depicts increase or decrease from previous year

299 in Gladstone  
250 in Rockhampton  
150 in Emerald



**899**  
Radio Ads

125 mentions  
36 print ads  
1 home page takeover



Print Media



over

**8.6K**

Facebook likes



**2**

live radio broadcast



**527k**

digital marketing impressions



**0.06%**

digital marketing click through rate

30 businesses leveraged from the event



406 in CQ  
274 in Wide Bay  
158 in Mackay



**904**  
TV Commercials



**86k**

Facebook views over the weekend



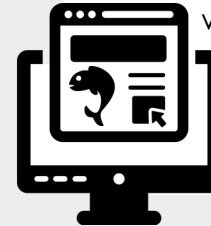
SURVEY: What did you like most about the event?

**FAMILY FRIENDLY  
ATMOSPHERE**



**77%**

increase in Instagram followers



**37k**

website views over the 3 months surrounding the event

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GLADSTONE  
REGIONAL COUNCIL



RED EMPEROR SPONSORS

