

Nickol Bay Sportfishing Club Billfish Shootout 2017



Final Event Report

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Event Description

The Nickol Bay Sport fishing Club Billfish Shootout 2017 is an annual family fishing event hosted on the Western Australia day long weekend.

The event is a strictly tag and release (fish are tagged with research tags and released for fisheries research) sport fishing event that targets billfish which include marlin and sailfish.

The event has been running for 13 years and is a popular and anticipated event with locals and visitors alike.

The overall purpose of the event is to showcase the regions exceptional sport fishing; encourage socialising; to foster family participation; promote safer pleasure craft boating in the region; promote the clubs activities and to promote sustainable fishing for the future.

The event was hosted from the 3-5 June. There was also a compulsory team safety briefing session on Friday night the 2 June and a promotional billfish rigging and techniques presentation during the lead up to the competition on the evening of 10 May 2017.

The Billfish Shootout is also a return to base event where teams have to return to the venue which is the Hampton Harbour Boat and Sailing Club (HHBSC) in Dampier. There, teams have to hand in their completed tags from fish they have captured and can enjoy their complimentary meal which is included as part of the entry. At the same time, the daily scores and presentations are awarded on the stage. The MC for the event this year Mr Glen Jakovich who is fittingly the ambassador of Fisheries WA and was a famous premiership player and all Australian player of the West Coast Eagles Australian Rules football team. Glen did an exceptional job keeping the crowd entertained with his humour and anecdotes every evening of the competition as well as entertaining guests on the event sponsor boat 'the Blue Marlin'

Daily prizes are awarded the same evening as that days fishing. There are categories for teams, adults and juniors. On the third evening, the final evening of the competition, the overall prizes are awarded which are champion junior male, junior female, adult male, adult female, overall champion team, safety award and conservation award. Sponsors also are given the opportunity to address the crowd and it was pleasing to see continuing strong support of our local businesses.

There was also thousands of dollars' worth of prizes, door prizes and lucky draw prizes that kept the crowd in good spirits.

During the weekend the club also hosted family events such as a family day on the Sunday 4 June. This included face painting, fairy, bouncing castle and activities for children. There was also a fashion parade and ladies lunch organised for the Saturday 3 June, this unfortunately was cancelled due to lower than expected numbers registered.

- **Provide information about successes and failures**

Feedback from the participants of the competition confirmed that this year's 2017 event was the one of the best ever. Despite the economic downturn, the club managed to deliver a very high class event with exceptional prizes, food, entertainment and organisation.

Fortunately the weather was good for the most part except the last day and the fishing on the weekend was good with more than 25 black marlin tagged and released as well as more than 40 sailfish. Many more fish were raised and lost in the battles. Good fishing as expected certainly motivates those that took part.

The prizes were exceptional and in dollar terms greatly exceeded the average prize pool which would normally be expected from such as competition. Indeed feedback from competitors that also fish events in the eastern states and other areas of Western Australia was that they were quite astounded that a relatively small community organisation could deliver this quality.

Failures of the event were very few. The only disappointment was the postponement of the last days event due to very windy weather. The risk management plan that was developed and endorsed stated cut off times and contingencies for windy weather. Despite this not one of the competitors disputed the rules and fully understood the need for the event to be postponed. All prizes that were to be allocated for the last days event were drawn out of a lucky draw pool of all the entrants which was very popular and attendance on the last evening of the competition was good despite the weather.

The MC Glen Jakovich stated the event was well run and professional and indicated his willingness to attend next year's event.

Event Management, Planning and Objectives

- **State your events vision/purpose and describe how this vision was achieved and the outcomes; include any new initiatives undertaken.**

The overall vision and purpose of the event is to showcase the regions exceptional sport fishing; encourage socialising; to foster family participation; promote safer pleasure craft boating in the region; promote the clubs activities and to promote sustainable fishing for the future.

This was achieved; the event was delivered again very successfully. Feedback from competitors commented on the extensive and positive promotion of the event which ensured that would be entrants were fully informed during the lead up to the event.

The exceptional fishing, reasonable weather and excellent food and entertainment also assisted to this positive outcome for all who took part.

A few new initiatives were put in place to improve the event these included the organisation of the Family Day, Fashion parade and the continuation of the NBSFC Billfish Shootout Facebook page and photo/video prizes certainly assisted to maintain the enthusiasm. Last year entrants were also personally invited by postal letter to again partake in the event. These initiatives were very successful to ensure knowledge of the event was widely known.

The competition risk management plan was also updated and all emergency contacts and teams were put on a mass mobile text list to keep entrants updated should poor weather postpone the competition or if communications be necessary to all teams.

This year a formal raffle was also organised and tickets were pre sold to assist with funds for future competition. The raffle raise a few thousand dollars and with today's economic conditions and difficulties with securing sponsorships this will be put to good use to make a start for next years competition.

- **Include a list of key people involved in the event and their roles.**

The key people/organisations that ensured the event was a success were

Hampton Harbour Boat and Sailing Club- Kate Weeding- provided the venue and initial funding and staffing of the kitchen. Process financials, entries and invoices.

Sponsors of the Event- Sponsors are essential to the events success. Sponsors provide the capital and prizes to ensure the high quality of the event is sustained including the significant contribution from the City of Karratha.

The Billfish Shootout Committee-

- *Ken MacFarlane-* Chairperson of the Committee to ensure that the project is on track and all necessary actions are completed in the required timeframe.
- *James Dedman-* Vice Chairperson who recruited several valuable sponsorships and prepared venues and actions for meetings. Provided logistics, lighting towers and organised the fantastic prizes for the event,
- *Kate Weeding:* Committee member and also administration of the HHBSC was invaluable to organise event staffing, food, refreshments, ticketing, venue and also drove the initiative the main raffle prize as well as all the family activities.
- *Scott Medling:* Vice President of the Nickol Bay Sportfishing Club worked to secure sponsorship and logistics. Scott also worked hard to provide the competition shirts including sponsor logos and the artwork..
- *Hamish MacLeod, James Dedman,* Made much of the promotional materials, liaised with sponsors for prizes and kept financials on track.
- *Jake Crowhurst:* new to the committee did a fantastic job with securing sponsorship, providing promotional materials and managing the Billfish Shootout Facebook page with frequent updates
- *James Gorham:* Worked to produce the quality publications, admin duties and safety packs that were included with all entry promotion bags. James also uploaded much material on social media and sent letters to many competitors as well as liaised with local media.
- *Paula Marriott* organised promotional materials, chased up sponsors and was crucial with preparing the team database. Paula also did the important task of tag counting and scoring to work out the winners of the competition. Paula was also heavily involved with the overall raffle coordination with Kate and Todd.

- Todd Marriott: Worked very hard to assist with logistics and the smooth running of the competition. Also assisted with flyer, entry forms putting up banners and signs as well as assisting with the main raffle prize and coordination.

All the committee worked extremely hard to ensure the success of the competition and willingly gave up their valuable time to do this.

- **Document how the information provided in the application was achieved/or why it wasn't achieved.**

MC announcements at the event.

The MC Mr Glen Jakovich frequently acknowledged the significant contribution of the City of Karratha throughout the event. Several major prizes, door prizes and give always were sponsored by the City and these were announced throughout the competition.

City of Karratha to receive logo recognition on all marketing collateral including but not limited to printed, verbal, TV, radio.

City of Karratha to receive logo recognition and mention on event social media pages including one dedicated City of Karratha post on Nickol Bay Sportfishing Facebook Page.

The City logo was heavily promoted both locally, regionally and nationally within print and electronic media.

The event was publicised to promote the City by using the following strategies.

Social media: the Billfish shootout Facebook page provided a very effective and cost effective solution to promoting the event. Many thousands of visits have been achieved and the page was very busy in the lead up and during the running of the competition. The City of Karratha had dedicated posted and acknowledgements on this Facebook page.

Print media: The event was advertised and written up in National and International Sportfishing magazines such as the Western Angler a WA based publication and the notable Bluewater magazine which has an international circulation.

Verbal: The local fishing community is well aware of this annual event and many plan to enter months in advance. The competition has a very good rapport with the fishing fraternity and the calibre of the competition is widely recognised. Teams enter year after year and it is acknowledged the event is professional, a great event to be part of and well run.

Posters and banners: There were many posters and banners distributed throughout the town and the region including in Perth and places fishers congregate such as Exmouth. The competition managed to attract entrants and teams from the eastern states, Port Hedland, inland Pilbara towns and Perth.

Electronic Billboard: the electronic Billboard in the Karratha Centro shopping centre was also used to promote the event and the City's logo. This electronic display was very visually appealing and attracted a lot of attention.

Market Stalls: the event and the City's involvement was also promoted at the local market stalls on the lead up to the event. The club hired stalls at the Dampier markets to promote the event. The markets are now attracting more people and a more diverse range of goods and services.

The event is to be at all times acknowledged according to the official designation.

The event was acknowledged according to its official designation. All promotional material was scrutinised by the committee and endorsed before publication and release. Careful attention was given to ensuring the official designation was maintained in all released material and publications.

The major overall individual prizes were promoted as the official designation of the City of Karratha and were presented by Cr Robin Vandenberg.

It was announced during the event "Nickol Bay Sportfishing Club Billfish Shootout proudly sponsored by the City of Karratha".

Spot on the sponsor boat to be available to the City of Karratha use at their discretion/access to water for video footage

The City was invited to have persons, representatives and journalists on the sponsor boat. Despite no representative from the City being in attendance or photographers being contracted by the City, the committee arranged to have a photographer/journalist on board who was able to take footage for promotional use.

City of Karratha Signage to be Displayed

The City of Karratha provided a fence banner and some promotional flyer materials for up and coming City sponsored events. This signage was displayed at the event and the flyers were placed in all competition entrant bags.

Opportunity for a message from the mayor to be included in the event program

Dedicated time slots were allocated in the event program for the City of Karratha mayor to deliver a message at the event and to welcome competitors and visitors. The mayor was not able to attend. Cr John Lally was asked by the committee and welcomed the participants at the pre event briefing.

Cr Robin Vandenberg presented major prizes on behalf of the City at the final awards evening.

City of Karratha mentioned in radio Campaign:

The committee resolved not to undertake a radio campaign this year. It has been assessed as not delivering the best advertising value for this event. More emphasis was put towards social media, webpage and visual media such as electronic billboards, flyers and posters.

Organizers to erect City of Karratha marquees where applicable:

The City did not provide any marquees to display at the venue however if these were provided the committee would have ensured that these were erected and displayed.

Community Support

Describe the local community support from local businesses, community groups, local government authorities, volunteers, regional tourism organisations and visitor centres.

Please provide a detailed list of local providers/suppliers engaged e.g. food and beverage, equipment hire, accommodation etc.

Name of Organisation/ Business	Goods and Services provided	Comments
Hampton Harbour Boat and Sailing Club	Provided venue, staff, logistics, initial capital costs and insurance	Locally based
The Galley Restaurant	Provide nightly meals and staff	Locally based
Karratha Signs and Designs	Provides promotional materials and artwork such as posters, banners, stubby coolers, signs	Locally based
Retravisision Karratha	Provides prizes, use of their shop for promotion	Locally based
City of Karratha	Funding significant funding for the events and promotional material	Locally based
Modern Access Services	Stage setup	Locally based
Trasan Contracting	Funding for the events promotion	Locally based
Dampier 'fairy'	Provide family entertainment	Locally based
Dampier party hire	Bouncing Castle for family day	Locally based
Loctite Karratha	Prizes and give aways	Locally based
Dampier Mermaid Hotel	Accommodation for MC	Locally based
Argonaut Marine Group	Main sponsor sponsorship cash and promotional material	Locally based
Carlton and United Breweries (Pilbara)	prizes	Locally based
Cool Change	Sponsorship of family activities	Locally based

Recommendations for future improvement

- Outline areas for improvement documenting how these will be amended for future years

Ensure that financial sponsors settle their commitment before promotional material goes to print. This is often a challenge as the Nickol Bay Sportfishing Club is a voluntary organisation that relies on the generosity of sponsors. A longer lead time would enable all promotional materials such as banners, shirts, posters and the likes to be made well ahead of time.

Pursue camping options with the Dampier Community Association. The club was given support from the City to permit short term camping on the Dampier Oval however the DCA did not respond to frequent requests to permit the camping. DCA approval is required. Free camping may have acted as an additional drawcard for participants.

The committee will investigate camping on the HHBSC grounds in future.

Order more of the type of certain sized competition fishing shirts, the shirts this competition were very popular and sold out very quickly. Despite another 20% being ordered, the larger sizes ran out of stock quickly. It is very difficult to estimate the exact numbers of shirts required as this fluctuates every year however we not have a better understanding and can predict numbers required.

Next year the clubs plans to promote the event better using write ups in fishing magazines and TV programing.

The post event write up will be submitted to the International Bluewater magazine with the next issue. The TV program destination WA also had a segment on fishing in the Dampier archipelago and the Billfish Shootout was promoted in that national TV program.

Event Funding

- Describe what the City of Karratha funding went towards.

The funding provided by the City of Karratha was essential to ensure that the promotion of the event was successful. The funding was used for the promotional material such as the publication of the entry brochures; printing of the flyers and posters; hard backed road signs advertising the competition; stories and advertising in the Pilbara News; production of competition shirt, banners for the competition and advertising in the Western Angler and the electronic billboard.

The funding was also crucial to the purchase of high quality prizes. Prizes were awarded daily for teams, adults and juniors and some awarded from the City of Karratha including the significant overall angler champion's prizes.

Attendance Numbers

Estimated total number of attendees:

147 entrants from 39 teams entered the competition.

During compulsory briefing and nightly presentations up to 250 people were in attendance.

Estimates total number of (if applicable):

Artists: MC Glen Jakovich

Spectators: 250 plus

Competitors: 138

Stall holders: The event was hosted at the HHBSC club grounds

Marketing

Detail the marketing activities undertaken to promote your event using the below table. Please also attach examples of your marketing from the event (e.g. poster)

Marketing				
Marketing undertaken:	Local	State	National	International
Print – Magazines			Western Angler Magazine	Bluewater magazine
Print – Newspapers	Pilbara news articles			
Radio	ABC radio	ABC radio		
Television advertising			Destinations WA	
Other: Brochures/flyers, mail out, posters, outdoor signage	Electronic billboard Karratha Centro, posters, flyers around town and throughout the state.			
Online: Event website, online banner advertising, search engine optimization/marketing and online event listings.	Billfish Shootout 2017 Facebook page, Nickol Bay SFC web page, Fishing in the Pilbara Facebook, Karratha Big Boys Toys Facebook.			

Social media: Facebook, Twitter, YouTube etc	Billfish Shootout 2017 Facebook page Fishing in the Pilbara Facebook page Karratha Big Boys Toys Facebook page
Public Relations: Media releases, invite and/or host journalist, event launch, radio interviews and media opportunities / stunts	MC Glen Jakovich Alicia Pereira "Pilbara News" ABC Morning Fishing Show

City of Karratha – sponsorship entitlements

- List the ways City of Karratha was recognized as a sponsor for the event/s

Signage displayed at event- the fence banner that was provided was displayed at a prominent position adjacent to the stage.

Logo on marketing- the City logo was used extensively in the competition events Facebook page, club website, on the competition shirts, drink coolers, banners on stage and around venues. Full gloss flyers and event booklets also displayed the City logo. The logo was also prominent in advertising with the Western Angler magazine and the electronic billboard at the Karratha Centro shopping Centre

Mention on radio campaign- no radio campaign was undertaken however the event was mentioned on the local ABC radio fishing show.

Announcement by MC- MC Glen Jakovich was instructed to acknowledge the significant contribution of the City of Karratha and he delivered this very well on numerous occasions throughout the events 4 days.

Any other- The City of Karratha was recognized throughout the event as a very significant partner of the event on any occasion where appropriate.

Event Budget

Provide a detailed final event budget, including all income and expenditure.

Income	Cash	In-kind income	Total	Notes
<i>Sponsorship</i>				
Local, State or Federal Government funding	20000		20000	City of Karratha sponsorship
Corporate funding	11000	14000	11000	Argonaut Marine and Trasan
<i>Spectator revenue</i>				
Gate ticketing				
Food sales				
Bar sales				
Merchandise sales	650			
West Coast Auction of jumper	1000		1000	
<i>Competitor revenue</i>				
Entry fees	23425			
raffle	7300			
Extra shirt sales estimated	650			
	TOTAL cash	TOTAL in-kind	TOTAL income	
	64025	14000	78025	
Expenditure	Cash	In-kind	Total	
<i>Administration costs</i>				
Wages				
Casual staff				
Insurance				
Risk management				
Other				
<i>Operational costs</i>				
Equipment/ staging hire				
Event vehicles				
<i>Marketing & promotions</i>				
TV advertising				

Radio advertising			
Print advertising	2000		
Web advertising			
Web maintenance			
Direct mail			
Displays and signage	5500		
Media	1000		
Promotional clothing	8622.35		
Photography	500		
materials	14011		
Services/Contractors			
Welcome function			
Awards/trophies	14500		
Catering	13500		
Prize money	3000	15000	
Accreditation			
	TOTAL cash	TOTAL in-kind	TOTAL expenditure
	62634		62634
Estimated Profit/Loss	\$1391 profit estimated see MYOB account HHBSC		

Financial statements for the Event must be supplied and certified by the Event Holder's Chief Financial Officer or Accountable Officer. Please see declaration below which must be signed.

Declaration: I, the undersigned, being the Chairperson of the Nickol Bay Sportfishing Club Billfish Shootout Committee 2017 confirm that the funding was used for the Event as per the sponsorship agreement.

Signed: Kenneth MacFarlane

Date: 21 June 2017

Evaluation

Describe how you measured the success of your event, the achievement of your event objectives. Include any highlights or key achievements of your event.

Feedback from the event is essential to determine any issues and to work to resolve these for future events.

Surveys of competitors are carried out as well as peer to peer questioning of competitors.

Scrutiny is given at the HHBSC committee meetings and the general Nickol Bay Sportfishing club meetings

Post event evaluations are organised by the billfish Committee to review how the event was delivered, problems that arise and opportunities for improvements are discussed.

The post event review is very thorough and findings are passed to the following years committee for consideration.

Images/Event Footage

Please provide City of Karratha with access to any copies of photographs, DVD's and video footage of the Event. City of Karratha is hereby allowed to use such material to promote the Event and for publicity purposes.

Please include a disc or USB of images alternatively you can email them to:

emily.zimmerle@karratha.wa.gov.au

All Billfish Shootout images have been uploaded to the Billfish Shootout Facebook Page and can be used by the City of Karratha for promotional purposes.

<https://www.facebook.com/groups/1024072184325040/?fref=nf>



Picture of 2017 overall winning team 'Bushpig'

