

MILLION DOLLAR FISH

GET HOOKED ON TOP END BARRA

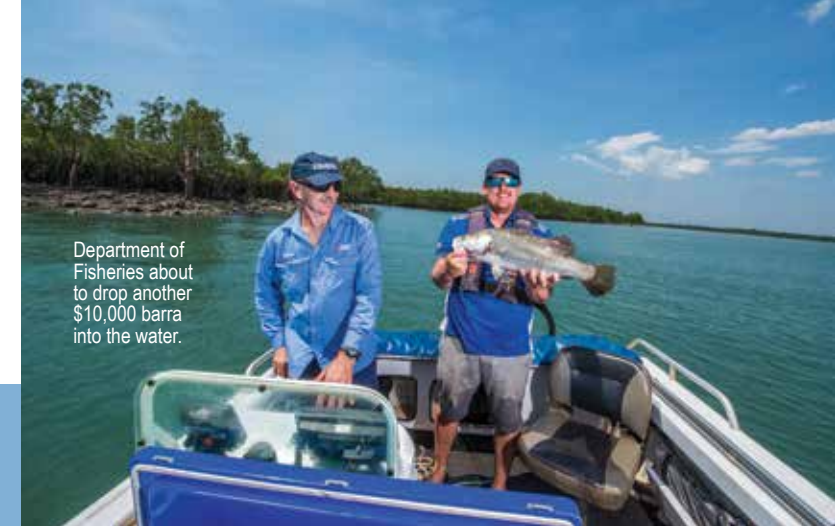
If there's ever a reason to get hooked on fishing in the Top End, it's the launch of the third season of the Million Dollar Fish competition.

Brad Fanning, left, holds the \$10,000 cheque along with Tony Sievers MLA, Lauren Moss MLA, Minister for Tourism and Culture and Ken Vowles MLA, Minister for Primary Industry and Resources.



One \$1 Million Barra and 100 Barras worth \$10,000 are released throughout the Territory.

Releasing a prize fish.



Department of Fisheries about to drop another \$10,000 barra into the water.



Aquaculture Centre holding tank.



The tag you need to find.



Into transport tank for delivery to the boat.



Brad Fanning delivers a prize fish by Nautilus Aviation.



There's always lots of media hype.



One \$1 Million Barra and 100 Barras worth \$10,000 are released throughout the Territory.

A prize fish is released into Darwin Harbour.



Checking the prize value.

Getting off to a swimming start on 1 October 2017, 101 prize-tagged barramundi were released at multiple locations across the Northern Territory's Top End. One x \$1M barramundi and 100 barramundi with \$10,000 prize tags have been released in the regions of Darwin, Tiwi Islands, Katherine, Kakadu and Arnhem Land. 'It's now up to registered contestants over the age of 18 to catch and photograph them before the competition ends on 28 February 2018,' said CrownBet Strategic Partnership Manager Brad Fanning. 'The event has grown in popularity each year, proving the Territory is the world's best play, stay and fish destination and CrownBet is extremely excited to be involved again.' Season one saw 10 tagged \$10,000 barra caught, and registrations reached 43,051. In season two registrations reached 46,348 and eight tagged \$10,000 barra were caught. Tagged fish have been caught from the Daly River, Darwin Harbour, Corroboree Billabong and Darwin River. This year's red tags are clearly marked for 2017/18 Season 3 starting with S3-MDFxxxx. Tagged fish from season one and two are not valid for prizes, however, people are encouraged to ring in the details so the fish can be monitored. Whether you catch a tagged fish or not, all Australian registrants go into the draw to win from a prize pool worth over \$90,000 including:

1 x Jayco Swan Outback Camper Trailer: \$30,000
1 x Can-Am Hunting Edition Quad Bike provided by Territory Powersports Group: \$15,000
4 x \$1,000 BCF Fishing Gear Prize Packs
8 x \$500 Shimano Fishing Combo
1 x \$1,000 Shimano Fishing Tackle Prize
3 x MT60FP Engel Fridge: \$1,825 each
3 x PB150 Engel Ice Box: \$500 each
2 x NT Fishing Trips plus airfares for 2 passengers valued up to \$15,000 per trip.

And for those lucky enough to be one of the first 30 successful barramundi caught, you'll be able to celebrate with a bonus carton of Iron Jack beer. 'Million Dollar Fish is the greatest fishing comp in Australia, and we're hoping season three will reel in the big one. If you haven't done so already, register now and get to the NT before all the barra are caught,' said Matthew Hayden, Million Dollar Fish ambassador and Mate of the Territory. 'Fishing in the Top End is like nowhere else; just being immersed in nature and the big skies – it's an amazing holiday I think all Aussies should experience.' More information on registration, terms and conditions and where you can 'Stay, Play and Fish' to win can be found on www.milliondollarfish.com.au

Sue Swindale, caught her \$10,000 barra on a Saturday evening at Mary River Lagoon. 'We're mad fishos. Our boat was just near the boat ramp,' she said. 'Ken and I have been married for 22 years and we still love each other as much as we love fishing — even more so now!'



Sue Swindale outside Tourism Top End with her \$10,000 cheque.