

Media Release

10 December 2020

Council proud to support Boyne Tannum HookUp vision to spread fishing tourism benefits across the entire region

It went ahead this year without a line being wet, but a few creative tweaks will ensure Australia's biggest family fishing competition is future proofed in 2021 and beyond.

The Boyne Tannum HookUp will celebrate its 26th year in 2021 and despite the event going virtual in 2020, the HookUp committee have worked hard to ensure the competition can go ahead next year should COVID-19 return.

Gladstone Region Mayor Matt Burnett said Gladstone Regional Council was proud to support such a long-standing and well-run event via its Community Investment Program.

"In February 2019, Gladstone Regional Council approved a \$100,000 sponsorship agreement over three years with Boyne Tannum HookUp, reflecting the significance of the event for the Gladstone Region," Councillor Burnett said.

"The Boyne Tannum Hook Up Association Inc. continues to meet Council's objectives for regionally significant events, specifically contributing to the local economy and tourism.

"Council also supports HookUp's vision to be nationally known and internationally recognised."

Cr Burnett said Council was assisting HookUp again in 2021 with the use of Memorial Park, in the heart of Gladstone, which is set to be an extension of Boyne Island's Bray Park, the home of HookUp.

"Memorial Park will become a satellite location for the HookUp in 2021, providing another Council-owned facility to disperse the large crowds which usually travel to Bray Park for each night of the HookUp to attend nightly prize draws," Cr Burnett said.

"The Park will also host an exciting new concept, with the Taste of the World food court to be housed there, which will be run by the Gladstone Multicultural Association."

Boyne Tannum HookUp Event Coordinator Karen Windress said the Taste of the World food court will feature community groups and stallholders offering different cuisine from around the world as a reflection of our multicultural community in Gladstone.

"HookUp has partnered with Gladstone Multicultural Association for this exciting concept, where you'll be able to taste the wonderful food products that our multicultural communities provide to Gladstone," Ms Windress said.

<MORE>



For further information contact Council's Brand and Communications Team on 4970 0700 or media@gladstone.qld.gov.au

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“The historically successful HookUp formula will continue at Bray Park, with all evening prize draws, entertainment and fireworks to be live streamed to the Gladstone satellite site.

“If you’ve weighed in a fish as a part of the fishing competition you will need to be in Bray Park or Memorial Park to claim your prizes.

“If you haven’t weighed in a fish you can watch the live stream from home and collect your promotional prize through arrangement.”

Ms Windress thanked Gladstone Regional Council for their ongoing sponsorship of the Boyne Tannum HookUp.

“Council’s funding has been used each year to develop the economic benefit delivered to Boyne Island and Tannum Sands through tourists coming to the HookUp,” she said.

“Next year, we’re spreading that financial benefit into Gladstone, then in 2022 we plan to expand the satellite live stream to parks further south in the region.”

Visit the HookUp website (<https://boynetannumhookup.com.au>) to purchase a ticket into the fishing competition that includes \$200,000 worth of prizes culminating in a \$95,000 boat package.

Your ticket also entitles you to free entry into the promotional prize draws worth \$200,000, that for the first time in 2021, culminates in a major prize of a dual cab ute worth \$55,000.

Visit www.gladstone.qld.gov.au/community-investment for more information about the different funding streams under Council’s Community Investment Program.

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