

MEDIA RELEASE

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BIGFI\$H COMPETITION MAKES \$1 MILLION SPLASH IN REGIONAL VICTORIA

Results of a survey conducted by the Murrindindi Mitchell Bushfire Tourism Recovery Group (MMBTRG) of participants in *the 2010 Inaugural BIGFI\$H Competition* show visitor expenditure in the bushfire affected regions across the 16 days of competition at more than \$600,000.

The BIGFI\$H Competition also generated more than \$500,000 in publicity via TV, radio and print media coverage for the bush-fire affected regions of Murrindindi and Mitchell shires.

Murrindindi Mitchell Bushfire Tourism Recovery Group Chairman, Paul Albone, said “The successful execution of the BIGFI\$H Competition has seen more than \$600,000 injected into the local communities; a significant boost to the economies of these bushfire affected towns.”

“Not only did the region see a significant economic impact as a result of BIGFI\$H, but the publicity that the competition generated has highlighted the region as a premier fishing and holiday destination in Victoria”, said Mr Albone, “a fish worth \$50,000 caught by a local junior angler was a bonus for the competition and shows that tagged fish can be caught in future competitions”.

The results of the BIGFI\$H Competition survey show that 76% of visitors to the region for the BIGFI\$H Competition spent between \$100-\$500 during their visit and 66% of participants stayed overnight in the region.

The majority of visitors to the region for the BIGFI\$H Competition were from the northern and eastern suburbs of Melbourne and approximately 30% of participants were fishing in Lake Eildon or the Goulburn River for the first time.

“And we want these people and others to return to the regions and experience all they have to offer – this is one sure way we can support those regional communities as they rebuild” said Albone.

The BIGFI\$H website, which highlighted local attractions and events in the region, received more than 65,000 page views during the BIGFI\$H promotional period and competition.

The Murrindindi Mitchell Bushfire Tourism Recovery Group was supported by Fisheries Victoria, Goulburn Murray Water and Parks Victoria and Event Management Company Event-ism in running the BIGFI\$H Competition.

Come and Watch Our Community Grow!

For more information please visit: www.watchusgrow.com.au

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