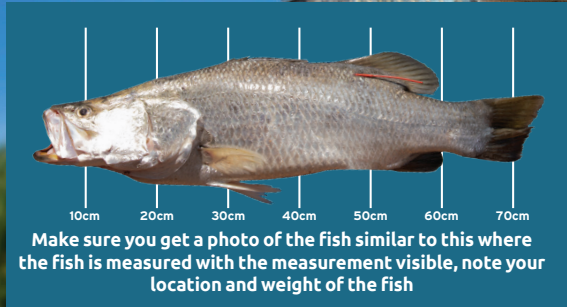


Tagged fish verification



SS-MDFXXXX MILLION DOLLAR FISH COMPETITION PH: 1800 077 001 EXP 31 MAR 2020 SS-MDFXXXX

This is an example of the Million Dollar Fish tag

More chances to win in season 5!

6 x \$1,000,000*

100 x \$10,000 & 20 x \$5,000 CHARITY FISH



Barra have been Secretly tagged & Released across the Top End and could be in any of these locations!

Please be aware that specific fishing regulations and some access conditions apply in the nt. For more information visit www.nt.gov.au or download the NT Fishing Mate app.



Verify your prize catch

Email bill@info-fish.net or Call 1800 077 001

For more information visit: www.milliondollarfish.com.au

Quick guide to Million Dollar Fish

The odds of catching the Million Dollar Fish have never been better! This year, the Million Dollar Fish Season will run from 1 October 2019 to 31 March 2020.

The \$1M tagged fish from Seasons 1 - 4 have been reactivated for Season 5. In addition, another two 'Season 5 \$1M tagged fish' have been released, providing six (6) chances to catch the million dollars!

Once the first major \$1M prize is caught, the remaining five (5) \$1M fish will become \$10k fish. If the \$1M fish is not caught within the competition timeframe, all six fish will remain active in a bonus round between 31 March 2020 to 30 September 2020, with the first to be caught awarding the participant \$1M.

There will also be 100 fish worth \$10K each and a special category of 20 fish, with purple tags, worth \$2,500 cash to the angler plus \$2,500 to a Territory-based charity listed on www.milliondollarfish.com.au

So, if you catch a fish with a tag, from Season 1, 2, 3, 4 or 5, you need to call the Million Dollar Fish Hotline on **1800 077 001** to verify if you have won a prize.

No details regarding the \$1M tag numbers will be provided. It's top secret!

The competition is open to everyone over the age of 18 who registers their details and complies with the terms and conditions. Complimentary Crocodile Attack Insurance from TIO is offered to all eligible entrants who register at www.milliondollarfish.com.au

More information on where you can "Stay, Play and Fish" to win can be found on www.milliondollarfish.com.au Participants can redeem as many fish as caught within the terms and conditions of the competition, giving the opportunity for up to \$2,150,000 to be won.

As well as the fishing competition, all Australian registrants go into the draw to win from a prize pool worth almost \$30,000 including:

- 6 x \$500 Anaconda gift cards
- 8 x \$500 Shimano fishing combos
- 1 x \$1,000 Shimano fishing tackle packages
- 6 x Engel fridge/freezers: \$1,849 each
- 6 x Bigfish Gear products: \$300 each
- 2 x NT fishing trips plus airfares for 2 passengers valued at \$3,698 per trip from Holidays of Australia & the World.
- Ford Ranger XLT for 3 nights from Hidden Valley Ford valued at \$650

How to get involved

1. Update your listings

100,000s of potential customers are viewing www.milliondollarfish.com.au, especially the Stay Play & Fish section. Update your listings now!

- Tourism Top End
- ATDW - Online
- northernterritory.com
- Your own website

2. Check your distribution partners

Check which distributors are selling your products. Be sure to join Tourism Top End to be included in on-ground sales. List with Holidays of Australia to take advantage of packaging selling opportunities.

3. Share your news

Send any updates on your new fishing products to Tourism NT and we will find opportunities to distribute your news through our media channels. Send details to: media.tourismnt@nt.gov.au

4. Get involved on social media

Get your MDF news on our Facebook channel by using hashtag **#MillionDollarFish**.

5. Tell your customers

Tell your current and previous customers to come back. To make it easy, we've created graphics, videos and website banners you can use on your site. For copies of these graphics, please email: marketing.tourismnt@nt.gov.au

6. Local Collateral

Get posters and hotel door hangers from Tourism Top End Visitor Centre. There is limited stock, get in early.

7. Maximise visitor spend

Regardless of your sector, let visitors know you're on board with MDF. Check your customers are registered with Million Dollar Fish and in the running to win. Provide local advice, local products and local service to assist tourists to stay longer and spend more.

8. Post Campaign

Provide any feedback or respond to our surveys. For more information email: marketing.tourismnt@nt.gov.au

