

# Media Release

**The Hon Melissa Horne MP**

Minister for Consumer Affairs, Gaming and Liquor Regulation

Minister for Ports and Freight

Minister for Fishing and Boating



Friday, 13 November 2020

## GOLDEN CHANCE TO CATCH THE FISH OF A LIFETIME

Recreational fishers will have the opportunity to explore regional Victoria and land a tagged fish worth up to \$10,000 as part of an expanded Golden Tag competition, which is set to boost tourism and participation in fishing across the state.

Minister for Fishing and Boating Melissa Horne said the revamped Golden Tag competition will see an influx of recreational fishers and their families to regional towns and businesses - filling hotel rooms, cafes and restaurants.

The competition started in February to encourage people to visit Gippsland and the state's north east as communities recovered from bushfires. It was later paused due to travel restrictions as Victoria tackled the Coronavirus pandemic.

More than 20 new tagged fish worth \$10,000 each will be released around the state and there will be an extra 50 fish worth \$2,000 added to waterways.

Approximately 950 fish worth \$2,000 each have already been released, bringing the state-wide total of tagged fish to more than 1,000.

The relaunched competition will see tagged fish released throughout Gippsland into places like Marlo, Tamboon, Lake Tyers, the Gippsland lakes and Mallacoota, as well as throughout the North East and Alpine regions.

The far west coast around Portland will score tagged southern bluefin tuna, Rocklands Reservoir will be bolstered with tagged fish, and trout in South West Victoria's famous crater lakes of Purrumbete and Bullen Merri will also sport some of the prized catch.

In northern Victoria, Murray cod and golden perch will be tagged in Sunraysia's Lindsay River and Kings Billabong and the fishing mecca of Lake Eildon will also boast a valuable catch of cod and yellow belly.

For more details on the locations with tagged fish visit [www.vfa.vic.gov.au/goldentag](http://www.vfa.vic.gov.au/goldentag)

### Quotes attributable to Minister for Fishing and Boating Melissa Horne

*"The resumption of this competition will be a major boost for the regional economy by prompting more people to get out and explore great fishing opportunities around the state."*

*"The Golden Tag competition will support local businesses and allow families to make lasting memories by catching the fish of a lifetime."*

### Quotes attributable to Member for Eastern Victoria Jane Garrett

*"This competition will be a major boost for Gippsland as communities here continue to recover from the devastating effects of last summer's bushfires and this year's pandemic."*

*"So many local businesses here rely on tourism to drive revenue, so to draw visitors to the area through fishing will be a major boost."*

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