



Australian Fishing Tournaments Pty Ltd
PO Box 5177
Ballina, NSW 2478

Ballina Council
Att: Events

06/08/2013

Submission in support of application to waive fees - North Coast Fishing Bonanza 2013

The North Coast Fishing Bonanza (NCFB) is an event run by Australian Fishing tournaments Pty Ltd (AFT), a locally owned company.

The NCFB was an event run separately to the core business of AFT which is the running of Bream tournaments along the East Coast of Australia from the Victorian border to Bribie Island in the North, AFT has the expertise, experience to run successful fishing tournaments and has been doing so for the last 7 years.

The NCFB was initially created because of the lack of catch and photographs encouraging release on the East Coast of Australia and because the company is local it was decided to try an event outside of the core business and expand into the general fishing community more focused around families.

During the initial conception it was discovered that the Coast Guard at Ballina run an event to raise money for its operations, after discussions it was found to be beneficial to both to have a combined event attracting more people to both.

For the last three years it has been the focus of the NCFB event and has run entirely not for profit. In fact the event has cost a significant amount of money. Please see the attached profit and losses for the past three years. In support of this submission the following is asked to be taken into account

1. The NCFB although separate to the Coast Guards event is on the same weekend and will draw a significant number of entrants. Feedback from the last couple of year's events has seen the event move away from the long weekend and the entry fee lowered to attract more people and expect to see significant increase in people attending. The entrants over the past three years has been, 2010- 139, 2011-231, 2012-224. In addition to entrants there is the attendant family etc giving a multiplier effect, which has a major input into the Ballina economy at a time of the year when Ballina is just coming out of the winter months and is striving for such events. Accommodation, Tackle shops, food and fuel outlets all are major beneficiaries of such an event.
2. Why would the event be run at losses each year? This is a question which we have been asking ourselves for the past three years. The company director of AFT is also a director of a national distributorship for fishing tackle (Frogleys Offshore, a locally based family company) and has been part of the local area for many years and sees it as a contribution to the community we live in. As a business it would make much more sense to run this event on the Gold Coast where there are far more people and much more exposure to the sponsors of the event. Growing up in the area there were local family based events like the old Northern Star fishing Classic which got families together and we are trying to replicate this sort of event, something of which is not available in the area.

Michael Starkey

3. The NCFB has only separated from the coast guard because of cost factors with the coast guard now asking for a substantial fee to be part of their event. Those fees and the imposition of fees such as those raised for commercial organisations and in this approval will cause the failure of this event as our principal sponsors will look elsewhere where their dollars would be better employed.
4. The NCFB is a family event catering for Children and family with many giveaways and prizes, looked forward to by many Ballina residents as well as visitors which if continued will help showcase what Ballina has to offer on what has the potential to become a major event on Ballina's calendar
5. There are too few people willing and able or have the expertise to run events such as the NCFB. Council should actively support such events and not impose fees which discourage events and send them to neighbouring areas. Ballina has a reputation a family fishing destination, this event only enhances that reputation which is for the benefit of the wider community
6. The NCFB has the support of National Media including every year bring up the crew from National TV show Escape with ET, where an episode is filmed and based on the event and fishing in and around Ballina, publishing Ballina to the Nation. The event also has National magazine coverage with multiple page articles in Modern Fishing or other national magazines, it also gets Marine Industry support with BRP and Lowrance with major sponsorships to assist the event in running, all of this is done because of the benefit of the event to the fishing industry.

We hope that this submission is taken seriously and receives the council support and might even in the future look at financially support the event to keep it in the region. If any material is required in support of this waiver then we are happy to provide the National media articles or TV episodes.

Regards



Michael Starkey
Director
Australian Fishing Tournaments Pty Ltd

NCFB 2012 Profit and Loss Draft

| Income | Fee | People | | Total Inc Gst |
|---------------------------|----------------------|--------|--------|----------------------|
| Adult | | 150 | 158 \$ | 23,700.00 |
| Cadet | | 75 | 52 \$ | 3,900.00 |
| Junior | | 30 | 14 \$ | 420.00 |
| Total Entry Income | | | \$ | 28,020.00 |
| Sponsorship | | | | |
| Cash Injections | Gama | | \$ | 5,500.00 |
| | ETEC | | \$ | 5,500.00 |
| | Hobie | | \$ | 2,000.00 |
| | TNR | | \$ | 1,100.00 |
| | Edgewater | | \$ | 1,100.00 |
| GST Component | | | \$ | 3,279.09 |
| Sub-Total | | | \$ | 43,220.00 |
| Expences | | | | |
| | | | | Total Inc GST |
| Cash Prizes | | | \$ | 7,150.00 |
| Site Hire | Boat & Les Show | | \$ | 500.00 |
| | Sec & Fencing | | | |
| Prizes | Boats | | \$ | 24,691.74 |
| | Esky | | \$ | 1,500.00 |
| | Random TV's Etc | | \$ | 2,000.00 |
| Insurance | | | \$ | 2,220.00 |
| Advertising | TV | | \$ | 3,000.00 |
| Printing | Entries / Posters | | \$ | 2,000.00 |
| Signage | LJ's | | \$ | 1,400.00 |
| Shirts | Official NCFB Shirts | | \$ | 650.00 |
| Main Hire Tent | 32m x 9m Steel | | \$ | 2,200.00 |
| Office Hire | 6x3 Site Office | | \$ | 340.00 |
| Stage Hire | 6m x 4.8m | | \$ | 450.00 |
| Accom | | | \$ | 500.00 |
| Tank | Mossy | | \$ | 1,300.00 |
| Below Non GST Item | | | | |
| MC | | | | |
| Helpers | 2 x Office Girls | 2 | \$ | 800.00 |
| | Main Helpers | 3 | \$ | 1,800.00 |
| GST Component | | | \$ | 3,886.52 |
| Exp SubTotal | | | \$ | 52,501.74 |
| GST Payment Needed | | | -\$ | 607.43 |
| Total Loss | | | -\$ | 9,889.17 |

NCFB Profit and Loss Draft 2011

| | Fee | People | Cash |
|---------------------------------------|-----------------|------------|--------------|
| Income | | | |
| Adult | 150 | 166 | \$ 24,900.00 |
| Cadet | 75 | 49 | \$ 3,675.00 |
| Junior | 25 | 16 | \$ 400.00 |
| Total Entry Income | | | \$ 28,975.00 |
| Cash Injections (sponsorships) | | | |
| | Frogleys | | \$ 5,000.00 |
| | ETEC | | \$ 5,000.00 |
| | TNR | | \$ 1,000.00 |
| | Modern Fishing | | \$ 2,000.00 |
| Shirts Sold | 60 | 20 | \$ 1,200.00 |
| Total | | | \$ 43,175.00 |
| Estimated Expences | | | |
| Cash Prizes | | | \$ 9,100.00 |
| Site Hire | Boat & Les Show | | \$ 1,500.00 |
| Prizes | Boats | | \$ 15,135.91 |
| | Other | | \$ - |
| | Randoms | | \$ 2,415.00 |
| Insurance | | | \$ 2,750.00 |
| MC | | | \$ 1,200.00 |
| Accom | | | \$ 1,600.00 |
| Helpers | Inc \$500 Mossy | \$200 each | \$ 1,600.00 |
| Advertising | TV | | \$ 2,000.00 |
| Printing | Inc Newspaper | | \$ 3,000.00 |
| Signage | LJ's | | \$ 2,500.00 |
| Shirts | NCFB Shirts | | \$ 5,350.00 |
| Main Hire Tent | 32m x 9m Steel | | \$ 2,480.00 |
| Stage Hire | 6m x 4.8m | | \$ 540.00 |
| Est Total | | | \$ 51,170.91 |
| Est Difference | | | \$ 7,995.91 |
| Actual Expenses | | | |
| Total from Invoices | | | \$ 38,347.38 |
| Total cash - General Expenses | | | \$ 2,500.00 |
| Cash Helpers | | | \$ 1,600.00 |
| Cash Prizes | | | \$ 9,100.00 |
| Total Actual Spend | | | \$ 51,547.38 |
| Total Loss | | | \$ 8,372.38 |

2010 NCFB Profit / Loss Draft

| Expenses | Cost | GST | Total |
|---------------------------|---------------|------------------|---------------|
| Main Boat | \$ 19,234.64 | \$ 1,923.46 | \$ 21,158.10 |
| 2nd Boat | \$ 6,169.55 | \$ 616.95 | \$ 6,786.50 |
| Electrical | \$ 3,520.91 | \$ 352.09 | \$ 3,873.00 |
| Shamino | \$ 500.00 | \$ 50.00 | \$ 550.00 |
| Insurance | \$ 1,898.50 | \$ 175.00 | \$ 2,073.50 |
| Printing | \$ 1,000.00 | \$ 100.00 | \$ 1,100.00 |
| Cash Prizes | | | \$ 11,700.00 |
| Total Expenses | | \$ 3,217.51 | \$ 47,241.10 |
| Income | | Entry Fee | People |
| Adults Paid | \$ 13,800.00 | \$ 150.00 | 92 |
| Cadet Paid | \$ 2,760.00 | \$ 60.00 | 46 |
| Jnr Paid | \$ 20.00 | \$ 20.00 | 1 |
| Total Entry Income | \$ 16,580.00 | | |
| Sponsorship | \$ 5,000.00 | | Gamakatsu |
| | \$ 5,000.00 | | Etec |
| Total Income | \$ 26,580.00 | | |
| Total Loss | -\$ 20,661.10 | | |