

Sponsorship proposal

25 years of the Stocked Impoundment Permit Scheme (SIPS)

1. Introduction

In 2000, the Stocked Impoundment Permit Scheme (SIPS) was established in Queensland to provide support and funding to community stocking groups to undertake fish stocking and related activities. The scheme has expanded to now include more than 60 impoundments and weirs throughout the state. To celebrate 25 years of the program in 2025, the Freshwater Fishing and Stocking Association of Queensland (FFSAQ) with the support of Fisheries Queensland (FQ), are launching a fishing competition throughout the duration of the September school holidays (20 September – 6 October).

Fishing competitions are widely popular with stocking groups and freshwater recreational anglers. FFSAQ and FQ's Fish n SIPS tagged fish competitions were highly successful and resulted in a 15% improvement to SIPS revenue over the first six months. This resulted in the best financial return for SIPS on record and saw stocking groups receive larger grants to stock more fish in the impoundments. There was significant media interest with a number of state and national news stories in relation to the competition.

To celebrate all SIPS impoundments, the 25 years of SIPS celebration competition will be held across Queensland at all 63 impoundments involved in the scheme. The competition is intended for everyone to be involved with junior, male and female, and senior, male and female prize categories. It is anticipated several thousand people will register during the duration of the competition.

2. Objectives

Objectives of the initiative include raising awareness of the SIPS and celebrating the success of the scheme and its volunteers that have driven the local stocking programs to achieve this milestone. By raising awareness and promoting the program it is envisaged there will be an increase in ongoing permit sales and increased membership in community stocking groups. Key timeframes of the initiative include announcing the competition and its sponsors by April 1 2025. This will provide ample time to notify local stocking groups to organise and do their own advertising of the event.

3. Program of events or activities

This competition will target native fish species currently stocked in Queensland. To be eligible as the prized fish, only the species which would have naturally occurred within their catchments and are considered the "hero" fish of the impoundment will be nominated. The hero species will vary between impoundments and will include:

- Barramundi
- Sooty grunter
- Australian bass
- Southern saratoga
- Golden perch
- Silver perch
- Murray cod

NB: Mary River cod are not included or eligible for this competition and should not be targeted.

This will be an app based competition focusing on catch, photograph and release. A partner will be engaged to manage the app records, photographs and location of release. Only legal-size fish will be eligible to be submitted within the app.

The competition will run over a two week period during the September school holidays (20 September – 6 October). To win a prize, a fisher must be under 18 (with the permission of a parent or guardian) or over 18 and hold a valid SIPS permit at the time of capture. The fisher must take a photo of themselves with the fish and a number of photos showing the length against a ruler.

Proposed Prizes will be:

Largest nominated fish species in each impoundment	Senior female = \$1,000.00	Senior male = \$1,000.00
Largest nominated fish species in each impoundment	Junior female = \$500.00	Junior male = \$500.00
Total Prize Pool (63 impoundments)		\$189,000.00

4. Marketing and communication plan

25 years of SIPS will be celebrated with a social media campaign as well as the statewide SIPS competition in September. The social media campaign will highlight “SIPS legends” throughout the year, beginning in early 2025. There will also be a media release and Minister’s announcement in relation to this milestone. Regular social media will be developed to update the public on the competition and promote the scheme.

5. Sponsor entitlements

We are looking for a principal sponsor for this event. Individual stocking groups will also be expected to obtain local sponsorship for their event.

FFSAQ/DPI can provide the following benefits to sponsors:

FFSAQ

- Acknowledgement of company sponsorship in promotional material, social media posts and electronic newsletter items.
- Logo on winners certificates
- Opportunity to present certificates to winners at presentations
- Provide company branded cheque to winners
- Promotion on FFSAQ trailer
- Prized category named after sponsor (e.g. “Sponsor First Fish Prize”)

DPI

- Acknowledgement of company sponsorship in external promotional material, including media release, competition web page, social media posts, posters, electronic newsletter items etc.

6. Level of sponsorship investment

We are seeking cash support of your choosing to fund part of the largest fish species prize for each impoundment. This sponsorship investment will allow a prize for each impoundment to create fairness within the impoundments.

7. Further information

For further information please contact Charlie Ladd, FFSAQ, on 0490 661 445 or at president@ffsaq.com.au or Christelle Legrand, Fisheries Queensland, on 0459 866 100 or at christelle.legrand@daf.qld.gov.au.