

MEDIA RELEASE

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Reel in \$100K at Lake Awoonga: the ultimate fishing challenge with Aquaculture Gladstone is about to take off

Get your rods ready and your fishing gear on – Aquaculture Gladstone is turning up the excitement at Lake Awoonga with the launch of the brand new \$100K Fish Challenge!

Four lucky blue and yellow tagged Barramundi, each worth a whopping \$25,000, are in Lake Awoonga, waiting to be caught.

Chief Executive Officer of Gladstone Area Water Board (GAWB), Darren Barlow, said he is excited to see both seasoned anglers and fishing newcomers take part in this thrilling challenge.

“This competition brings an exciting new layer of fun to the already fantastic fishing experience at Lake Awoonga,” Mr Barlow said.

“It’s a great opportunity for our community to enjoy the lake’s abundant fishing while making the most of our free, high-quality recreational areas and facilities including a new boat loading pontoon.

“With a total prize pool of \$100,000, there’s never been a better time to cast your line at Lake Awoonga.

“Boasting some of Gladstone’s best and most accessible fishing spots, there’s no reason not to give it a go. The \$100K Fish Challenge opens on 3 March 2025 and is open for one year or until all four Barramundi are caught.

“I look forward to celebrating the big wins with you all - let’s get fishing.”

To claim your \$25,000 cash prize, here’s what you need to do:

1. Get fishing! Head to Lake Awoonga – the ultimate Barramundi fishing spot
2. Throw in a line and catch a blue and yellow tagged Barramundi
3. Take two digital photos as follows:
 - a photo including the whole Barramundi on a reputable brag mat or ruler showing the length of the fish;
 - a close-up photo of the whole Barramundi, clearly displaying the blue and yellow tag numbers (bonus points for a selfie with your catch!)
4. Remove both the blue and yellow tags by cutting the stem with scissors or knife and release the Barramundi back into the lake.
5. Record your catch by either:

Page 1 of 2

- calling InfoFish Australia on 1800 077 001 to verify the catch or
- bringing the blue and yellow tags, and your photos, to Aquaculture Gladstone at 865 Awoonga Dam Road, during opening hours.

The \$100K Fish Challenge is open to everyone, but terms and conditions do apply.

Visit www.aquaculturegladstone.com.au for more information.

Aquaculture Gladstone is a multi-species, native fish hatchery, which is part of Gladstone Area Water Board. Opened in November 2022, Aquaculture Gladstone has already reached impressive milestones, with one million Barramundi fingerlings bred and released into Lake Awoonga in the 2024 stocking period.

In addition to its successful fish breeding program, Aquaculture Gladstone opened the interpretive display at the hatchery in November 2023. The display creates an accessible experience for visitors to learn about the different fish species being bred at the Aquaculture Gladstone fish hatchery, the aquaculture industry more broadly, biosecurity and biological pest species.

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For further media enquiries, contact Grace Duckham on 0438 673 776 or email media@gawb.qld.gov.au.

Note for media: a selection of videos, including a video interview with GAWB CEO, Darren Barlow is available on request.