



Season 11 Toolkit



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Get Hooked!

The Northern Territory is widely regarded as Australia's top fishing destination and one of the best places to hook a prized barramundi. This is Millionaire Territory.

Launched in 2015, Million Dollar Fish drives tourism and offers anglers of all abilities the chance to snag a red-tagged barramundi, with the potential to win \$10,000 or even a million dollars. In Season 11 there are 11 fish carrying a million-dollar tag. This means that from 1 October 2025 - 31 March 2026, anglers have 11 chances to reel in a million dollars! Plus, the season kicked off with 100 fish worth \$10,000 in Top End waterways.

Renowned as Australia's richest fishing competition, Million Dollar Fish continues to grow in size and value each year. The competition attracts anglers, and those who love the great outdoors, from all over the country to experience fishing in the Territory's pristine waterways.

To help you make the most of the benefits Million Dollar Fish brings we've created this toolkit, which includes a range of graphics and assets for you to create engaging content. This will help you promote your business in tandem with Million Dollar Fish.



Season 11 Promotional Video



What makes **Million Dollar Fish** a catch?



Australia's richest fishing competition



Some of the best fishing in Australia



Free to register and win



Multiple chances to win monthly giveaways



Boosting tourism in the off-peak season



Supporting local businesses and charities

Imagery

Million Dollar Fish imagery should reflect the colour palette of the brand where possible and show bright, clean visuals that highlight the unique Territory experience.



[DOWNLOAD IMAGERY](#)

Logos

There is a standard and inverse Million Dollar Fish logo available for download depending on the application.

The inverse logo should be used whenever placed on a dark background.

This logo should always be accompanied by the SportsBet logo and must be legible when viewed at 100% scale.

PRIMARY



INVERSE



DOWNLOAD LOGOS

Logos

Northern Territory Government logo is to be used on all event collateral that is promoted **locally**.



The Tourism NT logo is to be used when there is a specific tourism message and visitation outcome required. This logo will need to feature on all **national** media assets where possible.



[DOWNLOAD LOGOS](#)

Season 11 Campaign

Season 11 sees a whopping 11 fish sporting million-dollar tags, meaning there's 11 chances to reel in a million dollars.

Our main tagline for this season is, 'This is Millionaire Territory'.

The secondary tagline for Season 11 is 'Cast off into Millionaire Territory'.

A range of graphics are available to download and use.



[DOWNLOAD GRAPHICS](#)

Brand in action



DOWNLOAD ASSETS

Colour Palette

Deep Blue PANTONE 541 C RGB 0 60 113 HEX #003C71	Harbour Green PANTONE 3145 C RGB 0 119 139 HEX #00778B	Highlight Orange PANTONE 1235 C RGB 255 184 28 HEX #FFB81C	Black PANTONE Black RGB 0 0 0 HEX #000000	White PANTONE White RGB 255 255 255 HEX #FFFFFF
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Brand

Tone	Funny, cheeky, relaxed, approachable and we know our fishing!
Audience	Majority male (69.1%) Majority aged 35-64 61.2% participants are from the NT

Social guide

Hashtags	#milliondollarfish #NTAustralia
Mentions	Tag us at @milliondollarfishNT (Facebook) or @million_dollar_fish (Instagram) so we can see your posts and share where possible.
Asset Sizing	1:1 for Instagram, 4:5 for Facebook, 9:16 for Tiktok / stories / reels
Captions	Show off your personality! Tell the story behind your catch, use emojis, and have a bit of fun. 🐟👤



Top End Regions

Million Dollar Fish sees prize-tagged barramundi released across the Top End each season in the five main fishing regions – **Arnhem Land, Darwin, Kakadu, Katherine** and the **Tiwi Islands**.

Interested in being involved in future seasons of MDF? Get in touch with our friendly team to check out what's on offer.

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