



**WORLD BLACK BASS FISHING  
TEAM AUSTRALIA**

**2025**

**WORLD BLACK BASS FISHING  
CHAMPIONSHIPS  
ARABIE DAM, SOUTH AFRICA**



**SPONSORSHIP  
INFORMATION PACK**



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# EVENT HISTORY & OVERVIEW

The World Bass Fishing Championships (WBFC) has been running for 19 years, with the 2025 event heading to South Africa's Arabie Dam (Flag Boshielo Dam).

Australia first entered a team in 2019, consisting of six top tournament anglers. The team performed exceptionally, narrowly missing gold by just one point to host nation South Africa. With the Championships returning to South Africa in 2025, Team Australia is determined to go one better and claim gold.

2025 marks Australia's fourth entry into the WBFC, following a stellar finish at the 2024 event in Italy. Beaten only by Spain, Team Australia outranked favourites Italy, along with powerhouse teams from Germany and the USA, earning immense respect and growing recognition as a competitive tournament fishing nation.

In 2019 and 2022, Australia's participation was entirely self-funded by the anglers. Despite challenges, the team achieved remarkable results for a country without regular access to the target species. By 2024, with support from generous companies and individuals through an online raffle, the team successfully offset some costs.

For 2025, Team Australia is seeking support to compete at the highest level of bass fishing once again. If you'd like to join the journey, all relevant information is included in this document. Visit [www.teamaustraliabass.com.au](http://www.teamaustraliabass.com.au) for regularly updated details.

Tight Lines,  
Team Australia



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# **2019 | VAAL RIVER, SOUTH AFRICA**

## **Where it started...**

Every Aussie loves an underdog, and undoubtedly that's what we were heading into the World Bass Fishing Championships on the Vaal River, South Africa.

Australia doesn't have Largemouth Bass, our target species for the event. But all our anglers had experience chasing this species in Korea, Japan or the United States. What we did have though is confidence in our ability, and the skills fishing in such a diverse fishing country like Australia had provided us.

The tournament is held over three days, and after day one we were in third place, after day two we'd moved up one position to second. The last day was almost a fairytale finish. Perfect teamwork resulted in a full 15/15 limit for all three teams. Day two leaders South Africa, had 12/15. In an event like the World Bass Championships, consistency usually triumphs over all else.

Even after weighing in we didn't know if we'd done enough, some of the South African team was congratulating us. The other fourteen nations were stunned. Had South Africa just been beaten by first-timers on their home waters? It came down to the smallest measurable margin of one point between the two teams, with South Africa edging us out for the Gold Medal.







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# 2024 | LAKE BOLSENA, ITALY

## Last years event...

The team arrived in Italy days before the tournament to pre-fish and familiarise themselves with the local area of Bolsena. They were warmly welcomed by the locals, who embraced teams from around the world. Grazie Mille! The team consisted of Mitchell Cone, Kris Hickson, Matthew Langford, Tommy Wood, Mick Johnson, and Braden Schuch.

**Day 1** saw Australia finish in second place, with bag weights of 6.43 kg, 7.76 kg, and 8.56 kg, totaling 22.65 kg. They trailed behind Italy, with the USA in third.

**Day 2** had Australia holding on to second place, with bag weights of 7.85 kg, 8.87 kg, and 9.16 kg, bringing their total to 48.53 kg. Cone and Langford were ranked 3rd overall in the individual team standings. Italy maintained the lead, and Spain climbed to third.

**Day 3** was the final and most nerve-wracking day. As other countries weighed in, it became clear that Spain was likely to overtake them, and the team worried about being pushed to third. Their bag weights for the day were 8.16 kg, 8.33 kg, and 8.61 kg, resulting in a final total weight of 73.63 kg. When the final standings were announced, the team secured 2nd place overall.

In the individual rankings, Cone and Langford placed second with a total weight of 26.04 kg and a largest fish of 2.23 kg. Hickson and Wood finished in fourth place with a total weight of 25.25 kg, their largest fish being 2.14 kg.

Media coverage for the event was exceptional. The official Facebook page for the 2024 XVIII Bass Fishing World Championship provided regular updates and high-quality images. Team Australia also contributed, with wives on the trip keeping social media platforms updated daily. Reels shared by the team garnered over 38.5K views collectively, averaging over 4K views each. Even more is planned for the 2025 event to enhance engagement!





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# EVENT PLANNING & OBJECTIVES

The vision of Australian Lure Tournament Anglers Team Australia for present and future World Championships can be broken into core areas of priority.

## TOURNAMENT FISHING AWARENESS

The popularity of lure tournament fishing had ebbed and flowed since its inception in the late 90's. Through the efforts of organisations such as Australian Bass Tournaments and media if the for of the AFC "Australian Fishing Championships", tournament fishing has become know to the wider public. As ambassadors for the sport and passionate anglers, it's our turn to show Australia that it's not just a weekend hobby, it a legitimate sport and it can take you places.

## SUSTAINABLE FISHING

To promote sustainable fishing practices whilst providing educational opportunities to ensure the continuance of recreational fishing as a sport and a recreational pastime into the future.

## PROFILE RAISING

Our team has made it a goal to raise the profile of tournament fishing in the eyes of not just the anglers but also the companies who support it. By raising the profile of the anglers themselves, we can create something that others can aspire to.

## REPRESENTING AUSTRALIA

We don't take the "Team Australia" branding lightly. This team is hand picked as they are the best of the best and are committed 100% to do the best they can for our country!



## WORLD BLACK BASS FISHING TEAM AUSTRALIA

VISION	ACHIEVABLE OBJECTIVE	OUTCOME
To raise and promote the profile of the World Bass Fishing Championships so that ultimately, the event will be recognised as the pinnacle in Lure Tournament Fishing in Australia.	Use the combined reach of over 50000 followers across the teams social media platforms to build awareness.	Use the combined reach of over 50000 followers across the teams social media platforms to build awareness.
Increase participation in lure tournament angling, creating greater opportunities for regional communities.	Promote the return of anglers, their support groups and tourists to regional areas outside of tournament dates.	Increased tourism activity to regional areas in "off peak" months of the year, thus financially supporting the those regions.
To promote sustainable fishing practices and provide educational opportunities to ensure the continuance of recreational fishing as a sport into the future	Create educational opportunities promoting excellent fishing ethics for sustainable fishing practices with a focus on family (Junior) participation.  Teach best practices in catch and release tournament fishing.	Anglers become aware of the importance of sustainable fishing practices.  Increase of competitors at a junior level, with more family participation in the event.  An increase in the number of Catch & Release entrants in the tournament.








# 2025 | ARABIE DAM, SOUTH AFRICA



Official name	Flag Boshielo Dam
Location	Limpopo, South Africa
Coordinates	 24°47'0"S 29°25'40"E
Opening date	1987
Operator(s)	Department of Water Affairs and Forestry
Dam and spillways	
Impounds	Olifants River
Height	36 m
Length	1225 m
Reservoir	
Creates	Flag Boshielo Dam Reservoir
Total capacity	185 100 000 m³
Surface area	1288 ha

## Arabie Dam History –

The history of Arabie Dam, also known as Flag Boshielo Dam follows.

## Construction

The dam was built between 1985 and 1987 on the Olifants River in Limpopo, South Africa. It's a 36-meter high gravity dam with a reservoir capacity of 185 million cubic meters.

## Naming

The dam was originally called Arabie Dam, but was renamed Flag Boshielo in 2001 after activist Flag Boshielo.

## Purpose

The dam serves as a crucial resource for irrigation and water supply, supporting the region's agricultural and domestic needs. It's also a renowned fishing destination, home to over 40 fish species, including carp, barbel, tilapia, and largemouth black bass. Additionally, Nile crocodiles thrive in its waters.

## Recreation and Tournaments

Arabie Dam is a hub for outdoor enthusiasts, offering camping facilities for visitors who wish to immerse themselves in nature. Its abundant fish population makes it a hotspot for anglers and an ideal venue for local and regional fishing tournaments. Competitions held at the dam often see impressive catches, with anglers testing their skills against species like largemouth black bass, a prized target in competitive fishing.



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# 2025 | WHO'S COMING TO SOUTH AFRICA?



Mick Johnson

2024 ABT Bass Angler  
of the Year



Mitchell Cone

Runner up 2024 ABT AOY  
/ Multiple event winner



Matthew Langford

5 straight ABT Bass  
AOY 2019-2023



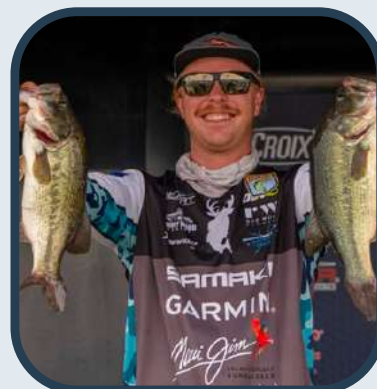
Braden Schuch

Back to Back ABT Bass  
Grand Final winner  
2022/23



Kris Hickson

20 yrs tournament  
fishing experience in  
Aus and the world



Tommy Wood

Multiple Barramundi  
tournament winner -  
now competing in the  
USA



Dave Boyack

Successful South  
African Angler





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**We're looking for companies to help us fund the travel and registration costs associated with competing in South Africa in 2025. It costs each angler approximately \$10,00 Australian dollars on flights and tournament registrations which cover use of loan boats, insurance costs & catering.**

In 2025, we're hoping to raise \$30,000 to help fund Team Australia's quest for another medal – GOLD!

We're happy to explore all opportunities no matter how big or small, so if there's something custom that you or your company would like, please get in touch and we can discuss. You can reach us through management email [TeamAusBass@gmail.com](mailto:TeamAusBass@gmail.com)

# **SPONSORSHIP PACKAGES FOLLOWING**



## **GOLD LEVEL SPONSORSHIP**

**For a \$10,000 (incl GST) sponsorship commitment  
Team Australia Bass would like to offer:**

- Your logo prominently displayed on the front and back of our tournament jerseys, hoodies, polo and supporters shirt range.
- Your logo and a direct link to your website featured in the footer of our website and included in all regular email correspondence to outbound emails.
- A direct link to your website via our Facebook Page, providing all members and supporters direct access to your offerings and latest updates.
- Your logo included on all promotional materials, such as banners, flyers, posters, and digital media distributed by the club.
- Your banner or signage displayed at any team functions or events.
- Priority acknowledgment in event communications and social media posts, with a focus on highlighting your support during key updates, tournament progress, and celebrations.

## **SILVER LEVEL SPONSORSHIP**

**For a \$5,000 (incl GST) sponsorship commitment  
Team Australia Bass would like to offer:**

- Your logo prominently displayed (smaller scale than Gold Level sponsors) on our tournament jerseys, hoodies, polo and supporters shirt range.
- Your logo and a direct link to your website featured in the footer of our website and included in select email correspondence to outbound emails.
- A direct link to your website via our Facebook Page, providing all members and supporters easy access to your offerings and latest updates.
- Your logo included on specific promotional materials, such as flyers and posters, distributed by the club.
- Acknowledgment in event communications and social media posts, highlighting your support during key moments like tournament updates and team announcements.



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## **SUPPORTER PACKAGE**


**For a \$1000 (incl GST) supporter commitment  
Team Australia Bass would like to offer:**

- Your logo and direct link to your website from your logo in the footer of our website
- A direct link to your website via our Facebook Page giving all of our members and supporters direct access to your offerings and latest details.
- Your logo on our supporter jerseys
- Sporadic acknowledgment in event communications and social media posts, highlighting your support during tournament updates.

## **RAFFLE DONATIONS**

**For a flexible sponsorship commitment  
Team Australia Bass would appreciate your donation.**

- Your contribution will be featured in specific promotional materials and social media posts as we encourage people to buy tickets
- You will gain exposure to our growing fishing community
- Your logo and a direct link to your website will be featured on our raffle link page on our website
- Sporadic acknowledgment in event communications and social media posts, highlighting your support during tournament updates.

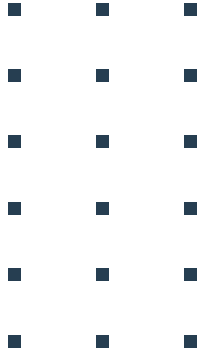


**THANK YOU FOR YOUR  
CONSIDERATION!**





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# CONTACT US



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