



MEDIA RELEASE

Thursday, 12 April 2018

Tackle industry takes lead from Copeton Dam

Observations from fishing hotspots like Copeton Dam in NSW are transforming the tackle and lures used to catch big trophy fish like Murray Cod.

David Allan, Manager of *Reflections Holiday Parks Copeton Waters*, says that as the fishing industry learns more about what's needed to catch big fish, the options for lures and tackles are evolving.

Copeton Waters has clearly played a role in this growth of understanding, with the fishing hotspot inducted into the Fishing Hall of Fame at the 2016 Australian Lure & Fly Expo.

As a New England local and keen Murray Cod fisherman, David is enthusiastic about the new equipment and techniques for catching cod.

“There are some great new lures coming onto the market. Some from large companies and some from the local cottage industry, and they all show sensational workmanship,” David said.

David's top picks for surface fishing lures are the Mudeye Snake, Rattle Snake or the Kingfisher 1V Wakebait: these are Australian-made timber lures with a distinctive sound that attracts the giants of the deep.

“When it comes to sub-surface fishing, my favourite lures are the Jackall Gantarel and Jackall Gigantarel, but I tend to prefer surface fishing. It's the most exciting way to catch a cod,” he said.

Mike Shelton, Manager of *Kingfisher Lures Australia*, has utilised Copeton Dam over the years for product testing and development.

“Copeton has been at the forefront of our lure development for Murray Cod as one of our major testing grounds,” Mike said.

“The immense population of large Murry Cod in Copeton Dam has been a huge factor in shaping the fishing tackle industry to what it is today.”

Mike was also adamant that fishing *Copeton Waters* for Murray Cod was not just a luxury pastime for the pro anglers but was for all the family to enjoy.

“Fishing for our metre-long Copeton Cod is for all age groups,” Mike said.

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Photo Attached

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“The Dam is set in beautiful surroundings and boasts some of the best facilities of any dam in Australia, landing a Murray Cod over the metre in length is a great way to highlight the perfect family holiday.”

A 30-minute drive from Inverell, Copeton Waters – set on 900 hectares of bushland on the shores of Copeton Dam – continues to attract more and more fisherfolk in their quest to catch ‘the big one’.

“We’re the only spot in NSW with a 12-month Murray Cod season, so it’s the ideal place to catch some of the biggest and most plentiful cod in the country,” said David.

“I am often asked ‘How do I catch one of the monster cod’? The answer is simple: put the right lure or bait in front of the right fish at the right time and you’ll have a chance,” he said.

And when it comes to the right lure, there are now more options to choose from, due in part to the experiences and knowledge gained by fishing at Copeton Waters Holiday Park.

Book your next fishing adventure at Copeton Waters today! Head to www.reflectionsholidayparks.com.au/park/copeton-waters.

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About NSW Crown Holiday Parks Trust, NSWCHPT

NSWCHPT was formed in 2013 to consolidate the operations of 28 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW and incorporated three holiday park brands under its corporate banner. (North Coast Holiday Parks, South Coast Holiday Parks and Inland Waters Holiday Parks.)

2017 saw the Group rebrand to *Reflections Holiday Parks* and bring its 37 holiday parks and public recreation reserves on Crown land under the one unified banner. The promise of *Reflections Holiday Parks* is to be *the place where happy holiday seekers and nature lovers will discover the quintessential caravan and camping break and create unforgettable experiences and family memories.*