

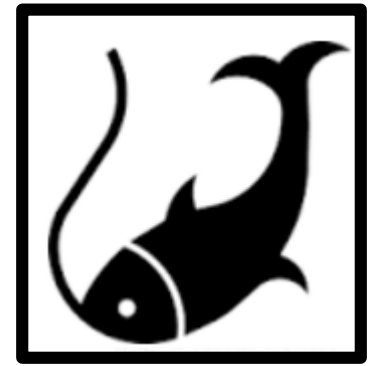


Perfect Catch

by the Hooked On Enabling Team

Hooked On Enabling Team

About Perfect Catch



- A Fishing Solution concept enabling consumers to seamlessly prepare and execute fishing plans with “Perfect Catch”.
- A complete fishing experience solution that assists fishing enthusiasts, groups, families and schools to plan their fishing expeditions.
- We have utilised various Govhack data set along with various other agency data in our solution and even integrated private sector data to show the potential of integration, innovation and commercialisation in the spirit of GovHack 2016

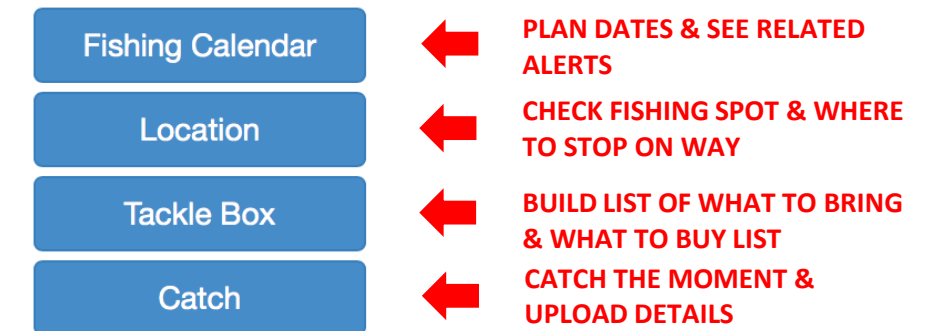
About Perfect Catch



- Perfect Catch helps to:
- Prepare
- Execute
- Stay safe with Alerts and notifications delivered using:
 - weather and location data

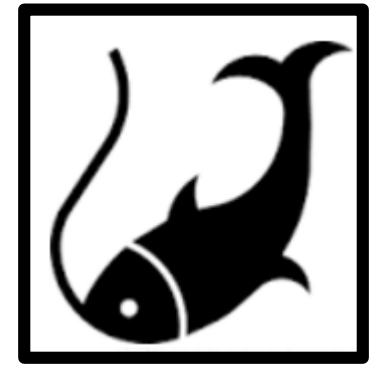
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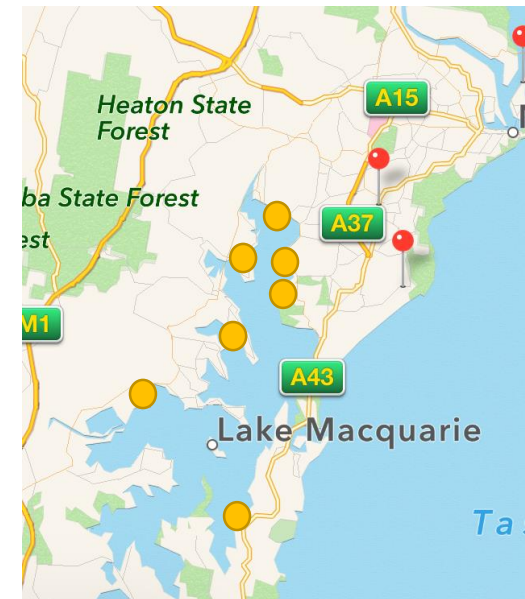


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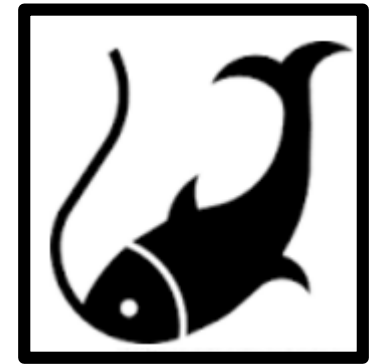


- It helps find what fish are in area and guides them to travel to their fishing locations
- Even helps plan stop-overs along the way to many popular fishing spots.

















- WHERE FISH CAUGHT
- OUTLETS FOR BAIT, TACKLE, PETROL, WATER &/OR COFFEE

Perfect Catch - Calendar

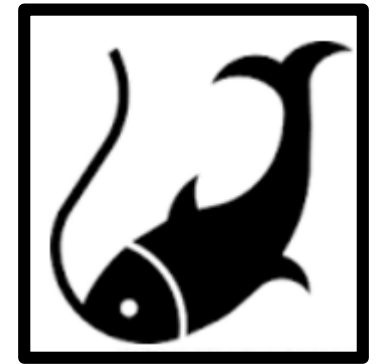


Perfect Catch starts with the Fishing Calendar that helps plan their Fishing experience. The calendar uses our own applied rules on collated data to find best time to go fishing.








Port Macquarie, NSW – 31/07/2016 - 06/08/2016					Start 31/07/2016		End 06/08/2016						
SUN 31 JUL		MON 1 AUG		TUE 2 AUG		WED 3 AUG		THU 4 AUG		FRI 5 AUG		SAT 6 AUG	
<div><div></div><div>Morning fog. Max 21°C Min 6°C</div><div> 14%</div></div>		<div><div></div><div>Sunny. Max 23°C Min 6°C</div><div> 7%</div></div>		<div><div></div><div>Shower or two. Max 20°C Min 8°C</div><div> 3%</div></div> <div>Perfect Catch Day</div>		<div><div></div><div>Possible shower. Max 17°C Min 5°C</div><div> 1%</div></div> <div>Perfect Catch Day</div>		<div><div></div><div>Possible shower. Max 18°C Min 6°C</div><div> 1%</div></div> <div>Perfect Catch Day</div>		<div><div></div><div>Shower or two. Max 18°C Min 7°C</div><div> 4%</div></div>		<div><div></div><div>Possible shower. Max 19°C Min 7°C</div><div> 8%</div></div>	
LOW	12:33 am 0.31 m	LOW	1:28 am 0.24 m	LOW	2:15 am 0.20 m	LOW	2:57 am 0.19 m	LOW	3:36 am 0.19 m	LOW	4:13 am 0.21 m	LOW	4:48 am 0.24 m
HIGH	6:20 am 1.07 m	HIGH	7:17 am 1.10 m	HIGH	8:07 am 1.12 m	HIGH	8:51 am 1.14 m	HIGH	9:32 am 1.15 m	HIGH	10:13 am 1.16 m	HIGH	10:51 am 1.15 m
LOW	12:04 pm 0.25 m	LOW	12:58 pm 0.23 m	LOW	1:46 pm 0.21 m	LOW	2:32 pm 0.22 m	LOW	3:15 pm 0.24 m	LOW	3:57 pm 0.28 m	LOW	4:38 pm 0.33 m
HIGH	6:51 pm 1.54 m	HIGH	7:41 pm 1.58 m	HIGH	8:26 pm 1.59 m	HIGH	9:08 pm 1.57 m	HIGH	9:46 pm 1.52 m	HIGH	10:23 pm 1.45 m	HIGH	10:59 pm 1.36 m

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Perfect Catch - Calendar



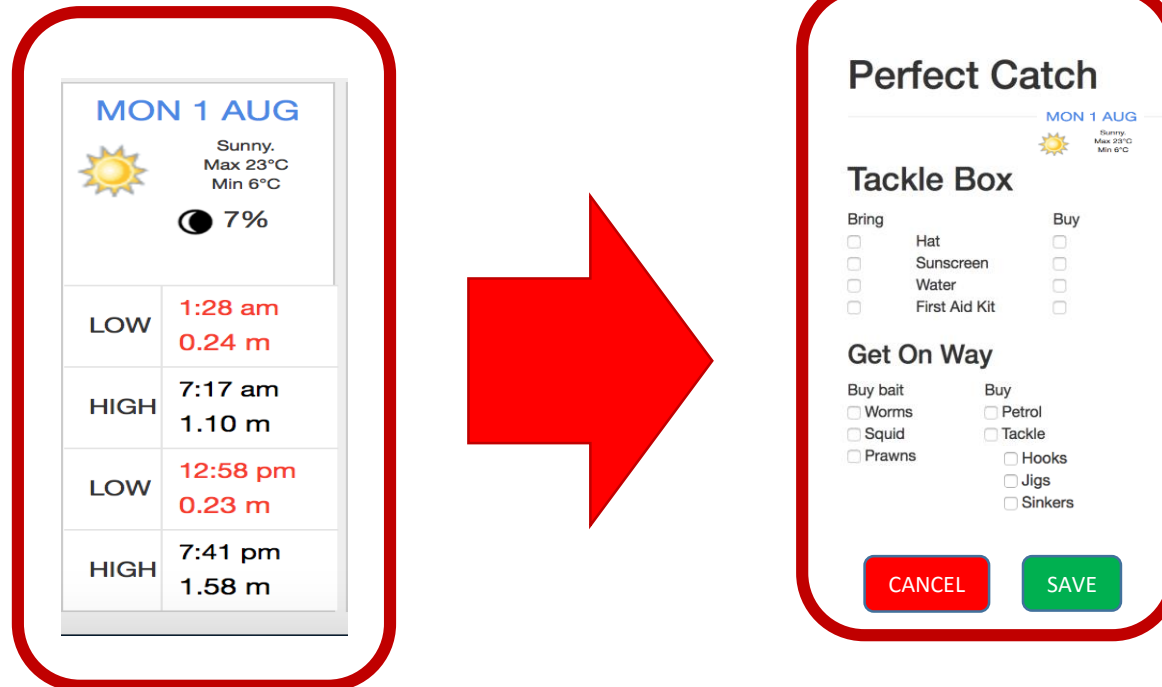
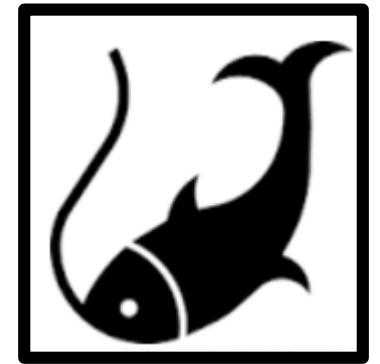
It integrates Weather data such as Tide, Air and Water temperature, Moon position and local area feedback on presence of mossies and insects all applied to Perfect Catch to identify appropriate fishing times.

Port Macquarie, NSW – 31/07/2016 - 06/08/2016							Start	31/07/2016	End	06/08/2016
SUN 31 JUL	MON 1 AUG	TUE 2 AUG	WED 3 AUG	THU 4 AUG	FRI 5 AUG	SAT 6 AUG				
 Morning fog. Max 21°C Min 6°C ☾ 14%	 Sunny. Max 23°C Min 6°C ☾ 7%	 Shower or two. Max 20°C Min 8°C ☾ 3%	 Possible shower. Max 17°C Min 5°C ☾ 1%	 Possible shower. Max 18°C Min 6°C ☾ 1%	 Shower or two. Max 18°C Min 7°C ☾ 4%	 Possible shower. Max 19°C Min 7°C ☾ 8%				
LOW 12:33 am 0.31 m	LOW 1:28 am 0.24 m	LOW 2:15 am 0.20 m	LOW 2:57 am 0.19 m	LOW 3:36 am 0.19 m	LOW 4:13 am 0.21 m	LOW 4:48 am 0.24 m				
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Perfect Catch - Calendar



Weather data can be used to create a To Do and Buy List that reminds user to bring a Hat, sunscreen and Water on expected hot days or Beanie and Jacket, raincoat and/or umbrella on cold or rainy days. Remember best fishing can sometimes be during rainy days.



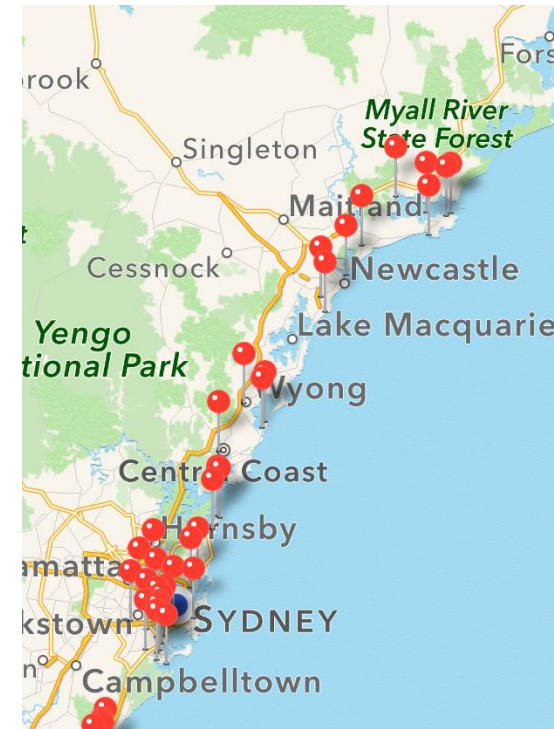
Perfect Catch - Locations



Perfect Catch shows the path to a fishing destination and can we have integrated as private sector data showing on the path to Fishing Spots:

- BaitnGO Bait Vending machine locations
- BaitnGO Freezer locations

This includes Metro Service Stations, Boat Ramps, Caravan Parks, Camping Sites and other Council Fishing locations.



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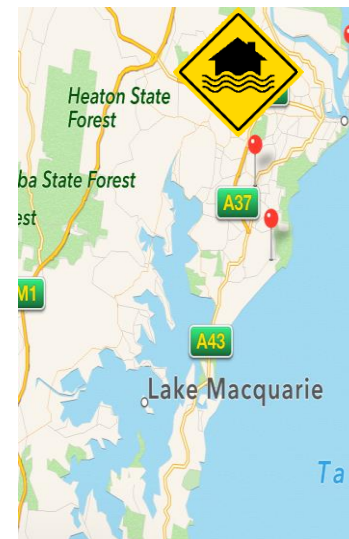
Perfect Catch - Locations



Users are guided to stop off at these outlets and where these areas are in or near Flood warning areas such as Tingala in Brisbane or North of Port Macquarie near a Flood prone area, Perfect Catch checks for any Flood warnings and can recommend avoiding the area and provide alternate outlet on route.



KNOWN FLOOD AFFECTED AREA



Perfect Catch @ Port Macquarie, NSW



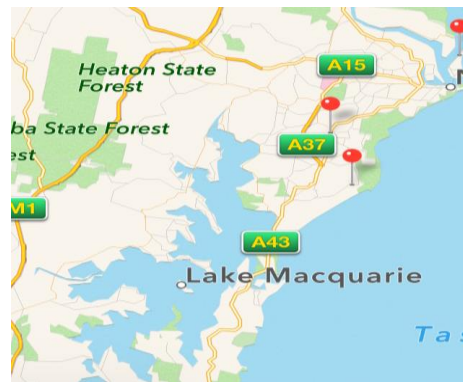
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Perfect Catch - Locations



Users can search fishing spot location feedback by selecting the location and they will find what types of fish are known in these areas and use our matrix to identify best bait and tackle suitable to catch these fish.

This data was collated from Open Data available from Dept of Fisheries, NSW and Qld Fisheries.



Perfect Catch – Alerts @ Fishing Spots



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Perfect Catch – Alerts @ Fishing Spots



Their Perfect Catch can be uploaded to Social Media sites and even perfect catch details including fish species caught can be shared with agencies that request access via email.



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Perfect Catch – GovHack Integration



We are very proud to be involved in GovHack and believe Perfect Catch is a great example of how Government Data can be integrated with the private sector into one of Australia's biggest industries - fishing.



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Perfect Catch – Partnering with Industry

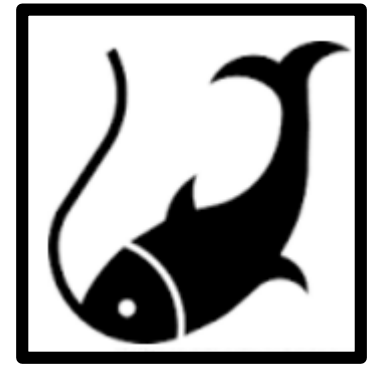


BaitnGO target family fishing with animated characters and the potential to link fishing spots with their animated Willy the Worm, Nitro Squid and other characters can also integrate a Pokemon Go -type of fishing landmark experience for kids, schools and adults too

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Perfect Catch – Partnering with Industry



We hope you share our passion and potential of Perfect Catch and its merits in the spirit of the competition

Perfect Catch - Integrating Data for the Ideal Fishing Experience

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