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27 November 2020

Public Relations Officer Report 2020

It has been an extremely difficult year for the NBAA, its member's, and the Namibian economy. We have had to cancel many of our tournaments for 2020 due to the COVID-19 lockdown rules.

With challenges also come opportunities, and the NBAA hosted its very first online tournament using the Keepnet app. This enabled anglers to compete while still adhering to strict lockdown rules. The Cymot iBass tournament trial was hosted over a period of 3 months where anglers could go out and fish on their own, weighing their catches in online with the app. The tournament was a great success and has presented us with a new way of fishing competitively.

There was not much publicity or promotion from a PRO perspective for the NBAA during the lockdown period and thus I present you with a very shortened version this year.

We make use of the various platforms to create awareness and share information with our members and fellow bass anglers, give some brand awareness and recognition to our sponsors and promote the sport of bass fishing in Namibia.

Newspaper Articles: The newspaper articles are used to publish information of the national competitions, make public announcements, announce the national team, give recognition and exposure to the sponsors and advertise planned events. The NBAA published various newspaper articles during 2020, most of them in the Republikein and Namibian newspaper.

Radio Advertising: Radiowave sponsors airtime to the NBAA to promote special events and raise awareness of the NBAA.

Newsletters: A report is sent to Bank Windhoek, main sponsor of the NBAA, after each national competition. The report is a summary of the event along with the results of the competition. This report is sent to stakeholders in the form of a newsletter.

Executive Council:

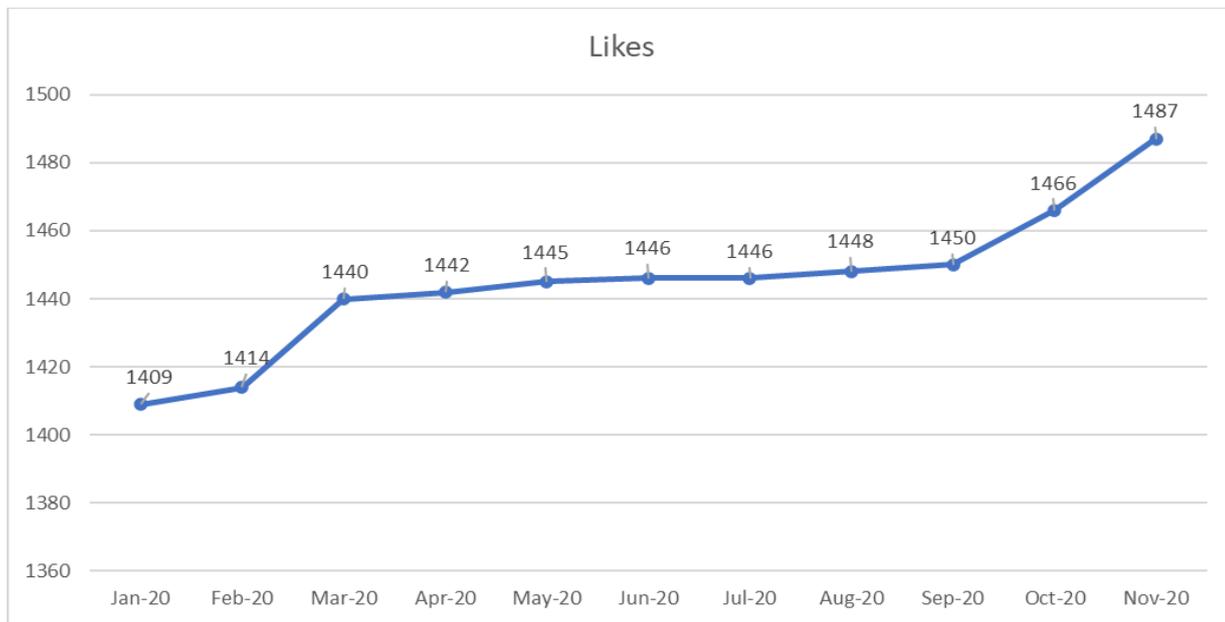
Richard Grant (Chairman) • Johan Coetzee (Vice Chairman) • Neels van Tonder (Treasurer) • Vacant (Secretary) • Vacant (Conservation Officer) • Andrew Hall (Public Relations Officer) • Neil Engelbrecht (Tournament Director) • Vacant (Development Officer)



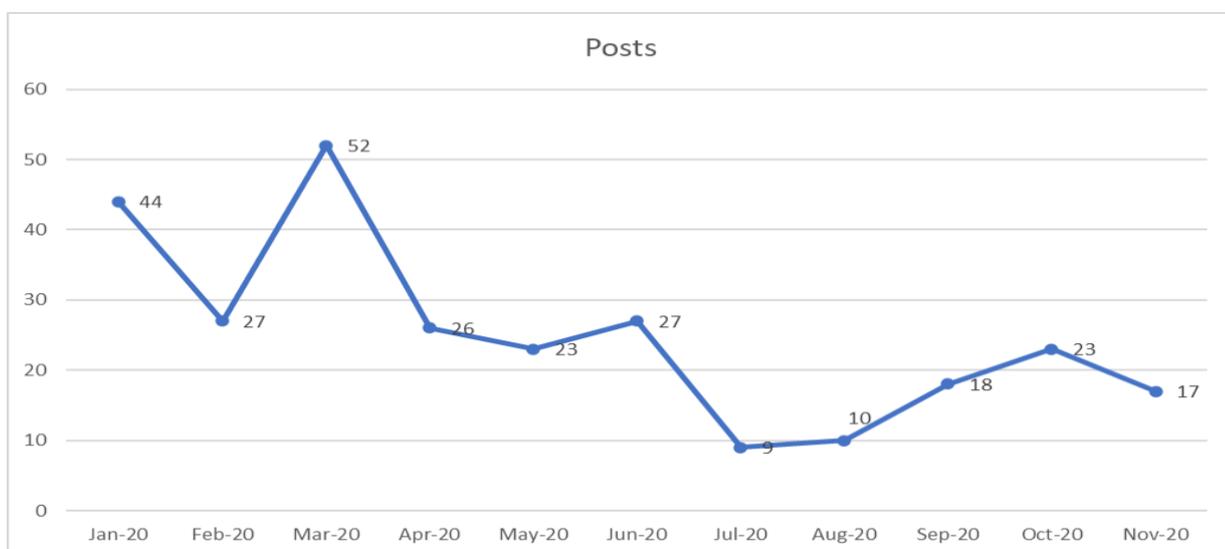
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Social Media (Facebook): The NBAA has a Facebook page on which events are posted and awareness raised. We also use Facebook live to broadcast live weigh-ins sharing the excitement with our Facebook page followers. Here are some interesting statistics for 2020:

Facebook Statistics



Likes have increased from 1409 to a total of 1487 during 2020



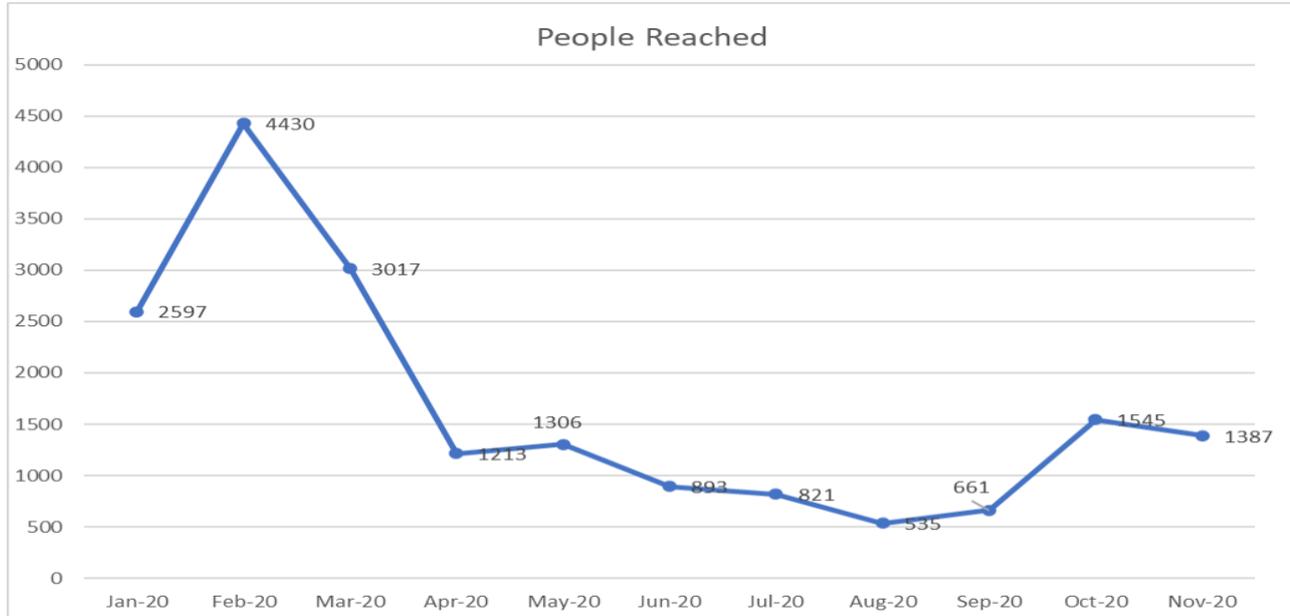
This graph shows the amount of posts per month. A total of 276 posts for the year posted.

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This graph depicts the amount of people reached with the Facebook page per month.

Video: Videos were compiled using the footage and stills to promote the event, thank sponsors and create awareness. The videos were published on our Facebook page and website. These videos are also used to give our sponsors some publicity.

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NBAA Website (www.nbaanamibia.com): In this digital age, the website is a window into the workings of the NBAA. Anything about the NBAA can be found on this website from picture galleries, videos, membership entry forms, newsletters, competition results, upcoming events to contact details. The website is also used as a vehicle to give exposure to our sponsors and thank them for their support.

Website Statistics

NBAA WEBSITE VISITORS PER COUNTRY FROM 1 JAN TO 16 NOV 2020					
Traffic Country	Traffic Region	Traffic City	Traffic Page Views	Traffic Site Sessions	Traffic Unique Visitors
Botswana	GA	Gaborone	3	2	2
Brazil	SP	São Paulo	1	1	1
Canada	BC	Victoria	2	1	1
Canada	ON	Smiths Falls	2	1	1
Canada	BC	Surrey	1	1	1
Canada	ON	Toronto	1	1	1
China	BJ	Beijing	5	5	5
China	N/A	N/A	1	1	1
Croatia	21	Zagreb	1	1	1
Germany	NI	Hannoversch Münden	11	1	1
Germany	BY	Munich	4	2	2
Germany	N/A	N/A	2	2	2
Ghana	AA	Accra	1	1	1
India	WB	Kolkata	4	3	3
Indonesia	SN	Makassar	3	1	1
Italy	VA	Saronno	4	1	1
Italy	VA	Jerago Con Orago	3	1	1
Mexico	SIN	Mazatlán	6	1	1
Mexico	CMX	Mexico City	4	1	1
N/A	N/A	N/A	0	0	0
Namibia	KH	Windhoek	2446	677	390
Namibia	ER	Walvis Bay	88	12	11
Namibia	ER	Swakopmund	32	15	14
Namibia	OD	Otjiwarongo	30	4	2
Namibia	KW	Nkurenkuru	10	6	5
Namibia	OT	Tsumeb	7	4	3
Namibia	N/A	N/A	7	5	5
Namibia	ON	Ondangwa	4	3	3
Namibia	KA	Keetmanshoop	4	2	2
Namibia	OD	Grootfontein	3	1	1
Namibia	KE	Rundu	2	2	2
Namibia	ON	Oshakati	2	2	2
Namibia	ON	Ongwediva	1	1	1
Namibia	KA	Lüderitz	1	1	1
Namibia	HA	Mariental	1	1	1
Portugal	14	Alparca	3	1	1
South Africa	GT	Johannesburg	475	114	22
South Africa	GP	Johannesburg	158	52	17
South Africa	WC	Cape Town	8	8	7
South Africa	EC	Kei Mouth	4	2	1
South Africa	FS	Bothaville	4	1	1
South Africa	WC	Stellenbosch	3	2	2
South Africa	GP	Pretoria	3	3	3
South Africa	N/A	N/A	2	2	2
South Africa	KZN	Durban	2	2	2
South Africa	GT	Vanderbijlpark	1	1	1
South Africa	GP	Germiston	1	1	1
South Africa	MP	Balfour	1	1	1
South Africa	FS	Senekal	1	1	1
South Africa	GT	Boksburg	1	1	1

Traffic Country	Traffic Region	Traffic City	Traffic Page Views	Traffic Site Sessions	Traffic Unique Visitors
South Africa	NL	Durban	1	1	1
South Korea	N/A	N/A	23	23	23
South Korea	11	Mapo-gu	1	1	1
Sweden	N/A	N/A	1	1	1
Sweden	E	Norrköping	1	1	1
Tanzania	02	Dar es Salaam	4	2	2
Tanzania	08	Kasulu	1	1	1
Tanzania	27	Ushiroambo	1	1	1
United Kingdom	ENG	London	7	5	5
United Kingdom	SWK	Camberwell	6	1	1
United Kingdom	DNC	Doncaster	4	1	1
United States	FL	Clearwater	46	1	1
United States	GA	Statesboro	9	1	1
United States	UT	Washington	6	2	1
United States	KY	Calvert City	5	3	2
United States	KY	Benton	5	1	1
United States	MT	Missoula	5	1	1
United States	SC	Seneca	4	2	1
United States	NC	Mooresville	4	1	1
United States	WA	Kirkland	3	1	1
United States	MI	N/A	3	3	2
United States	VT	Rutland	2	1	1
United States	TN	Chattanooga	2	1	1
United States	CA	N/A	2	2	2
United States	NC	Pittsboro	2	2	2
United States	SC	Easley	1	1	1
United States	GA	Roswell	1	1	1
United States	MI	Brighton	1	1	1
United States	IA	Hubbard	1	1	1
United States	IL	Darien	1	1	1
United States	MI	Livonia	1	1	1
United States	KY	Louisville	1	1	1
United States	ME	Orland	1	1	1
United States	CA	Stockton	1	1	1
United States	FL	Tampa	1	1	1
United States	MD	Oakland	1	1	1
United States	VA	Woodbridge	1	1	1
United States	PA	Bernville	1	1	1
Zimbabwe	HA	Harare	18	2	2

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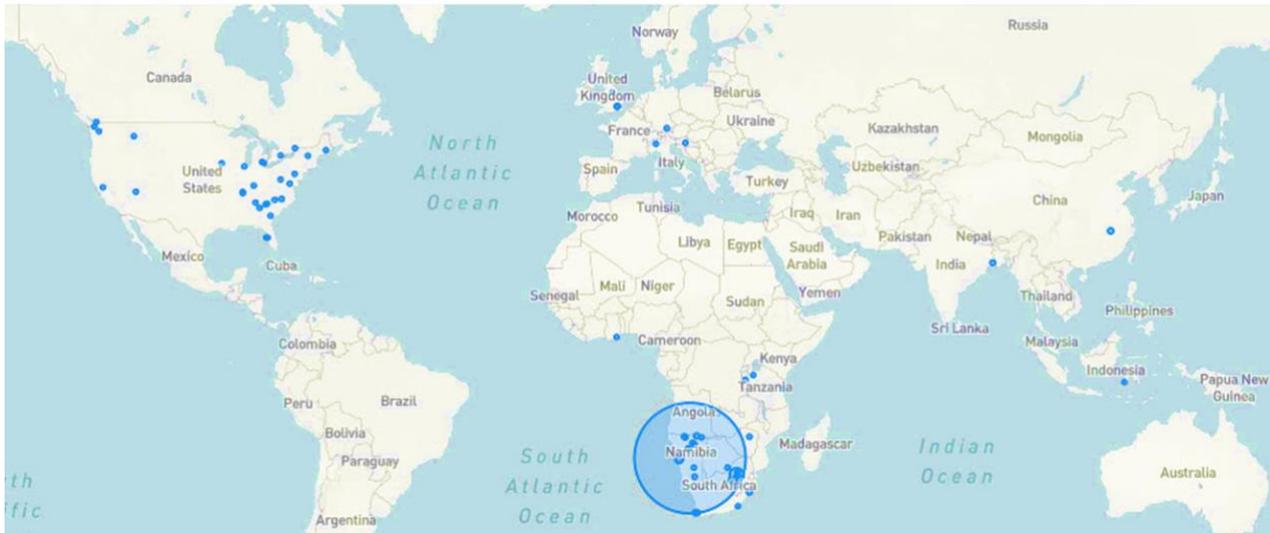
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NAMIBIA BASS ANGLING ASSOCIATION

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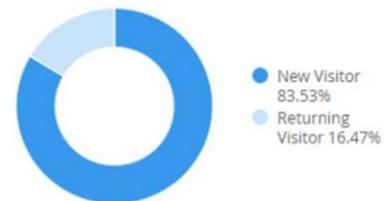
Traffic by Location ⓘ



Top Referring Sites ⓘ



Visitor Retention ⓘ



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The NBAA would like to thank the following sponsors for their continued support during 2020. Taking the extreme circumstance into consideration we faced this year, these sponsors have persevered:

- | | |
|-------------------------|----------------------|
| 1. Bank Windhoek | 2. Old Mutual |
| 3. Deep Catch | 4. Cymot |
| 5. KTE Namibia | 6. Bushwhackers |
| 7. Surf and Turf | 8. Optics Exclusive |
| 9. Frametique | 10. Paratus |
| 11. Medicine Worl | 12. Engen Jan Jonker |
| 13. Dr Andre van Vuuren | 14. Radiowave |
| 15. Tyrerack | 16. Rapala VMC |

A big thank you to our sponsors. The NBAA relies heavily on these sponsorships to continue and develop this sport and without them all of this would not be possible.

Wishing everyone prosperous 2021.

Andrew Hall
Public Relations Officer 2020

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