

**Mackay Isaac Region presents: Mackay Isaac's Lucky Catch & Snap**  
*Australia's largest app based participatory fishing event named*

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Things are about to get reel. Tourism and Events Queensland, Mackay Regional Council, Isaac Regional Council and Mackay Isaac Tourism have netted the perfect name for their fishing spectacular.

Event organisers are calling it: Mackay Isaac's Lucky Catch & Snap.

Amy Halstead's winning name was chosen out of the hundreds of entrants from everywhere in the Mackay Isaac region.

As one of the events key values is inclusivity, allowing the community to have an input will have a positive impact within the locals as it will instill a sense of community pride in an event that is happening right in their own backyard.

Mayor Greg Williamson congratulated Amy on her winning name entry.

"Well done to Amy for coming up with a catchy name for this competition," Mayor Williamson said.

"Council is excited to be partnering in a project that uses app-based technology to draw visiting anglers to our region," he said.

"Probably the best thing about this competition is that every angler can be competitive and be in the running for a prize – it doesn't just target the gun anglers with all the gear.

"Families, kids, grey nomads – it's open to all, and everyone who goes fishing in our region has a good chance of getting amongst the prizes."

Set to be launched on 3rd September 2022, the app based 30-day fishing competition is open to anglers of every age and stage. The user-friendly app is designed for fishing enthusiasts to not only snap a photo of their catch but also measure and identify the species of the fish.

Winning this catch and release photo competition will be a game of chance. Everyday prizes will be picked based on the type of fish caught, where it was caught and how big it was. With daily cash prizes, merchandise, and prize packs (potentially a large cash jackpot by the end of the 30 days) it promises to be a fishing event like no other.

Isaac Regional Council Mayor Anne Baker said recreational fishing is an integral part of our tourism offering with some of the best fishing spots found in the Mackay Isaac region.

"Fishing is a big draw card for tourists and locals alike and we hope people take the bait and get reeled in by this latest fishing competition," Mayor Baker said.

Mayor Baker said the stress of the COVID-19 pandemic had put significant pressure on many businesses across the region.

"The combination of technology and a tourism product like fishing is sure to get anglers eyeing off the region and in turn helps boost the local economy," Mayor Baker said.

"We also hope the competition will teach future recreational fishos the importance of responsible fishing so they don't have a negative impact on the marine environment."

With international and interstate borders open, event organisers are aiming to lure in tourists and locals to take the bait and get reeled in by Mackay Isaac's Lucky Catch & Snap

Mackay Isaac Tourism Chief Executive Officer Tas Webber said Mackay Isaac Region is ready to welcome travelers back and get their lines in the picturesque part of North Queensland.

"Mackay Isaac region is the perfect place for a natural adventure. Whether you are a first timer or a former angler reconnecting with the pastime, come to our region and pick up a rod and a reel. You'll never know when you'll get lucky!" Mr Webber said.

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