

Let's get fishing – The ultimate fishing spectacular
Mackay to play host for the first year of Australia's most inclusive fishing event

EMBARGOED TIL 9.30AM ON 31 JANUARY 2022

Over 30 days in September and October, the Mackay region will play host to the first year of Australia's most innovative and family-friendly fishing event.

Tourism and Events Queensland, Mackay Regional Council, Isaac Regional Council and Mackay Isaac Tourism will be partnering up to deliver one of Australia's richest fishing events.

Member for Mackay Julieanne Gilbert said the ultimate fishing spectacular was predicted to lure thousands of anglers to the Mackay region.

"This is a wonderful opportunity to get hooked on some of the best fishing Queensland has to offer right here in Mackay," Ms Gilbert said.

"Mackay's ultimate fishing spectacular is proudly supported by the Palaszczuk Government because we understand the importance of great events to local jobs and our visitor economy.

This is a terrific opportunity to catch a few extra days in paradise and discover the Mackay region's many world-class visitor experiences.

We're offering families and friends to the chance to spend reel time together while uncovering Mackay's best spots to land and snap the winning catch of the day." Ms Gilbert said.

The event's organisers aim to make it the richest and largest participatory fishing event Australia has ever seen – highlighting Mackay's incredible variety of aquatic species.

Over the coming years, organisers are anticipating that the annual fishing event will deliver millions of visitor dollars into the economy.

Mayor Greg Williamson said council were very supportive of the inclusivity of this event.

"It doesn't matter if you are a tournament angler with a \$50,000 boat or a family with a packet of prawns who want to throw a line in from one of our purpose-built fishing platforms – this is a competition everyone can get involved in," Mayor Williamson said.

"Being a 30-day competition, we foresee it as being something that will encourage travellers to extend their stay in our region and create considerable flow-on economic benefits."

Open to anglers of every age and stage, it will cast an amazing opportunity for families to get together and enjoy the thrill of reeling in a fish.

The event will be an app-based, catch and release photo competition. The mobile app will allow fishing enthusiasts to not only snap a photo of their catch but also measure and identify the species of the fish.

Winning 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 downtime social fabric.

"Fishing is a big draw card for tourists and locals alike and we hope people take the bait and get reeled in by this fishing spectacular

"We aim to lure people of all ages and abilities to come wet a line in the picturesque Mackay Isaac region, whether it's a first timer or a former angler reconnecting with the pastime, to pick up a rod and a reel." Mayor Baker said.

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

"Research shows that a focus on fishing, either alone or with friends, helps reduce the stress through relaxation and engagement

It's also a great way to teach future recreational fishos the importance to make sure lawful fishing gear is used and how to dispose tackle responsibly so your fishing doesn't have a negative impact on the marine environment." Mayor Baker said.

Leading up the event launch, Mackay Isaac Tourism will be calling on the fishing community for their input on a range of things - including naming the event!

Mackay Isaac Tourism Chief Executive Officer, Tas Webber said naming the event allows locals in the region to have a sense of pride of the fishing event.

"Holding a name competition is a fantastic way to generate names we would never have thought of.

Getting the community involved and integrating it with what we do is invaluable. "Mr Webber said.

For anyone who is keen to name the fishing event, please visit the Mackay Region fishing site www.mackayregion.com/fishing to put in your suggestions.

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For further information, please do not hesitate to contact,

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