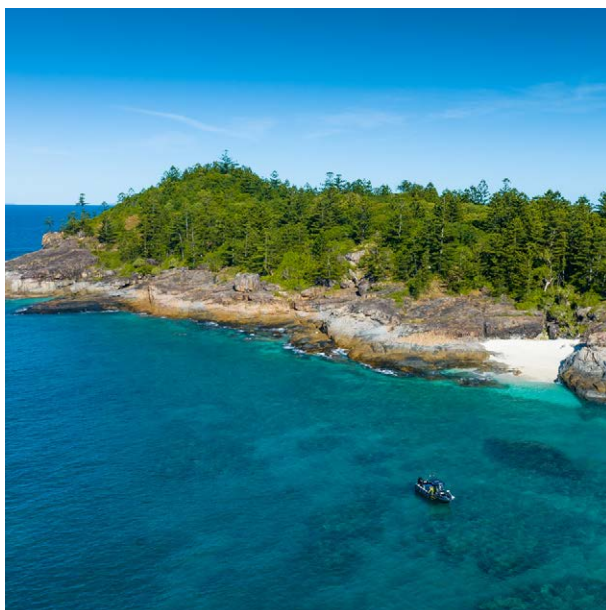


MACKAY REGION

EVENT ORGANISER MARKETING TOOLKIT



The Mackay Region Event Organiser Marketing Toolkit is your go-to resource for promoting your event and showcasing everything attendees can experience while visiting the region.

Designed to support event organisers, this toolkit provides easy access to high quality marketing assets, ready-to-use content and helpful links to enhance event promotion and encourage visitors to extend their stay.

By sharing the Mackay story together, we can attract more visitors to your event while inspiring attendees to explore the region, support local businesses and enjoy memorable experiences beyond the event itself.

The Mackay region offers a unique mix of natural beauty, adventure and a relaxed coastal lifestyle — and this toolkit makes it simple to bring that story to life across your event communications. It also includes guidance on Mackay regional corporate branding and messaging, an event promotion checklist, key contacts, and local partnerships and offers to support your event's success.

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A photograph of a tropical forest path. The path is made of dirt and fallen leaves, winding through large, ancient-looking trees with thick, gnarled trunks and dense foliage. A person is walking away from the camera on the path. The overall scene is lush and green, with sunlight filtering through the canopy.

DIGITAL MARKETING ASSETS AND **SOCIAL** **MEDIA** PROMOTION

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION

Access a suite of digital marketing assets to support and enhance your event promotion, including regional videos, high quality imagery, Discover Mackay social media tiles, ready to use content and recommended hashtags.



Regional video

The toolkit includes a signature regional video showcasing must see experiences across the Mackay region. From the stunning waterholes of Finch Hatton to spotting wallabies on the beach at Cape Hillsborough, the video highlights the region's natural beauty alongside a diverse range of memorable experiences.

Experiences featured include:

- Mountain biking adventures
- Snorkelling and island hopping
- Boating and fishing across the region
- Bushwalks through lush rainforests and scenic coastal walking trails
- Kayaking and river jet boating
- Dining at local restaurants
- Running scenic tracks
- Cooling off at the Bluewater Lagoon
- Waterfront stays

This video is a must-share with event attendees, helping to showcase the wide range of experiences available and encouraging visitors to make the most of their stay in the region.

'Relax in Mackay' video

The toolkit also includes a "Relax in Mackay" video, showcasing the region at a slower pace. It highlights tranquil coastal moments, wellness experiences and peaceful nature escapes.

Depending on the demographic and overall vibe of your event, this video may be particularly well suited for sharing with attendees to inspire relaxation and extended stays.

Formats Available:

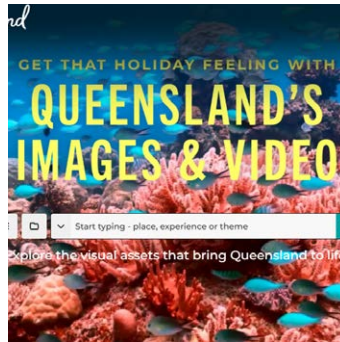
Videos are available in the following formats to suit a range of digital channels:

- Short and long versions
- Landscape format (websites and EDMs)
- Vertical format (reels and stories)

[Link to the regional video here](#)

Please note: This toolkit is intended to support the positive promotion of events and tourism within the Mackay region and is provided for general informational purposes only.

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION



High quality Mackay region images

The image library captures the essence of the Mackay region and is free for event organisers to use.

The collection includes high quality imagery featuring:

- Natural attractions
- Food and dining
- Accommodation
- Relaxed lifestyle moments
- Adventure experiences

Images can be used across a wide range of channels, including:

- Event websites
- Social media
- Advertising
- Programs and flyers
- Media releases

All images are ready to download.

[High quality regional images](#)

Additional image libraries

Additional imagery is available through the Tourism and Events Queensland image and video library. Please note that registration is required to access this library.

<https://visuals.queensland.com/>

Discover Mackay social media tiles

Branded Discover Mackay social media tiles showcase iconic local experiences and can be shared across your social channels to inspire attendees to explore the region during their visit.

[Discover Mackay social media tiles](#)

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION



Using hashtags and @tags

Hashtags help your event posts reach a wider audience by making content easier to find and connect with related conversations. Using relevant hashtags increases visibility beyond your existing followers, links your event to the Mackay destination and tourism networks, and helps attract people searching for events or travel inspiration.

Using @tags means tagging relevant organisations or partners in your post. It's best to use both hashtags and @tags, as tagged organisations may reshare your content and help extend your reach.

Local/destination hashtags and @tags

Use these to link your event directly to Mackay and encourage destination discovery.

Hashtags:

- #VisitMackay
- #DiscoverMackay

Suggested @tags:

- @visitmackay
- @mackayregion
- @MackayCouncil

Why? This helps locals and visitors searching for what's on in Mackay find your event. Tagging event partners also boosts the likelihood of cross promotion.

Event focused hashtag and @tags

Use these suggestions to position your event within Mackay's broader events calendar.

Hashtag:

- #MackayEvents

Suggested @tags:

- Local venues or partners involved in your event

Why?

This helps people find what's on in the region and boosts cross-promotion by exposing your event to partner audiences.

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION



State level destination hashtag and @tags

Use these to expand reach beyond the local market.

Hashtag:

- #ThisIsQueensland

Suggested @tags:

- @thisisqueensland
- @queensland

Why? These tags align your event with Queensland wide tourism and events content, increasing visibility to interstate audiences and connecting your post to broader state campaigns.

National/tourism hashtag and @tags

Use these for major events or those targeting visitors from outside Queensland.

Hashtag:

- #SeeAustralia

Suggested @tags:

- @australia
- @seeaustralia
- @Australia.com

Why? These tags position your event within Australia's national travel and tourism conversation, supporting national and international reach.

Using event specific hashtags e.g. #LiveMusic

Event-specific or interest based hashtags help your content reach people actively interested in that type of experience. They improve discoverability beyond destination searches and connect your event to broader themed conversations on social media.

Examples: Music events:

- Hashtags: #LiveMusic #ConcertLife #GigNight
- Possible @tags: local artists, bands, venues, music organisations

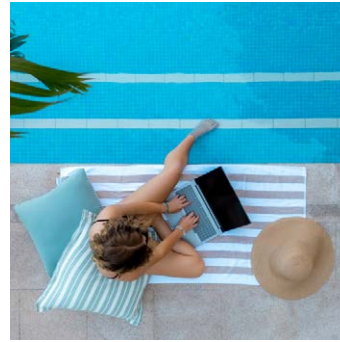
Sporting events:

- Hashtags: #SportsEvents #TournamentLife #GrassrootsSport
- Possible @tags: sporting clubs, associations, athletes, venues

Business events:

- Hashtags: #BusinessEvents #ConferenceLife #Networking
- Possible @tags: chambers of commerce, industry groups, keynote speakers, venues

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION



Social media post ideas

Use these post ideas as a starting point - copy, tweak, and tailor them to suit your event. Where possible, pair posts with Discover Mackay social media tiles, regional videos, or hero imagery (or a mix of all three).

Use relevant hashtags and tag appropriate accounts to maximise engagement and encourage attendees to explore the region before and after your event.

Business conference style event

Example 1:

Mackay is the perfect place to unwind around the conference program. If you've got a free hour before or after sessions, take a stroll along the Bluewater Trail, cool off at the #BluewaterLagoon, explore the city centre or pop into @caneland.central. — all close by. Finish the day with a great meal at a local café or restaurant and enjoy Mackay's relaxed coastal vibe.

Example 2:

In Mackay for [EVENT NAME]? Make the most of your downtime between sessions by exploring some of the city's unique local highlights. Take a stroll along the Bluewater Trail and check out the public art installations, including the vibrant Bee Mindful mural, or wander through the colourful laneways and street art in Fifth Lane. If you're after something different, drop into Goanna Brewing (@goannabrewing) for a relaxed local tasting experience. Wrap up your day with a great meal at a nearby café or restaurant and enjoy Mackay's easy coastal atmosphere.

**#VisitMackay #DiscoverMackay
#MackayEvents #BusinessEvents
#MackayIsaacRegion**

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION



Music concert style event

Example 1:

Heading to [EVENT NAME]? Get in early and turn your concert into a mini escape. Add a day to your trip and discover more of the Mackay region — from the waterholes and mountain bike trails of Finch Hatton to boutique, locally made flavours at the Sarina Sugar Shed, and spotting wallabies on the beach at Cape Hillsborough.

Example 2:

Need a slower paced reset before or after the [EVENT NAME] The Mackay region does relaxed so well — think coastal calm, easy dining, a Bluewater Lagoon session, chilled cinema visits and peaceful nature escapes.

**#VisitMackay #DiscoverMackay
#MackayEvents #LiveMusic
#ConcertWeekend #ThisIsQueensland
#SeeAustralia**



Sporting style events

Example 1:

Bringing the family to [EVENT NAME]? Keep everyone happy between fixtures — stretch your legs along the Bluewater Trail, cool off at the Bluewater Lagoon, or let the kids burn some energy at @timezoneaustralia. All easy, close by, and perfect for a break in the schedule.

**#VisitMackay #MackayIsaacRegion
#DiscoverMackay #FamilyFun
#MackayEvents**

Example 2:

Why not turn the tournament into a short family holiday? Stay an extra day and explore the region — from Finch Hatton's waterholes and mountain biking, to Cape Hillsborough's iconic sunrise beach moments, wakeboarding at @wakehouseaustralia, riding Purple Thunder, or booking an island adventure with @endlessdaysaustralia.

**#VisitMackay #MackayIsaacRegion
#DiscoverMackay #ExploreMackay
#FamilyHoliday**

Example 3:

After a big day of sport, the Mackay region is the perfect place to unwind — enjoy a family meal, grab an ice cream or dessert, or catch a movie and more fun at @timezoneaustralia before gearing up for another day of action.

#VisitMackay #MackayIsaacRegion

DIGITAL MARKETING ASSETS AND SOCIAL MEDIA PROMOTION



Extend your stay

Example 1:

Before coming to [EVENT NAME], be sure to check out the Mackay Isaac Region (@visitmackay) and Mackay Events (@mackayevents) websites to see what else there is to explore and what's happening while you're in the region. The Mackay Isaac Region website features must do itineraries, maps and guides, weather information and plenty of helpful tips to plan your stay. Mackay Events is the central hub for what's on, making it easy to discover other events during your visit.

**#VisitMackay #MackayIsaacRegion
#MackayEvents #DiscoverMackay**

Example 2:

Staying for [EVENT NAME]? Make time to fish at Teemburra, Eungella or Kinchant Dams, explore our scenic creeks, or book a local fishing charter for a guided experience. Check the Mackay Isaac Region (@visitmackay) and Hooked on Mackay (@hookedonmackay) websites to plan your visit and add a fishing trip to your stay.

**#HookedOnMackay #VisitMackay
#MackayIsaacRegion #FishingQueensland**

Example 3:

Don't just come for [EVENT NAME] — turn it into a mini escape. Extend your stay and explore the stunning Pioneer Valley and Eungella National Park. Stop in at the iconic @pinnaclepub for their famous pies, enjoy a great feed at the @CriterionHotel, and don't miss the @eungella chalet for incredible views over the Pioneer Valley and a relaxed moment to enjoy a coffee or refreshing drink — before heading to Broken River, one of the best places in the world to see a platypus in the wild.

**#VisitMackay #MackayIsaacRegion
#DiscoverMackay #PioneerValley
#Eungella**

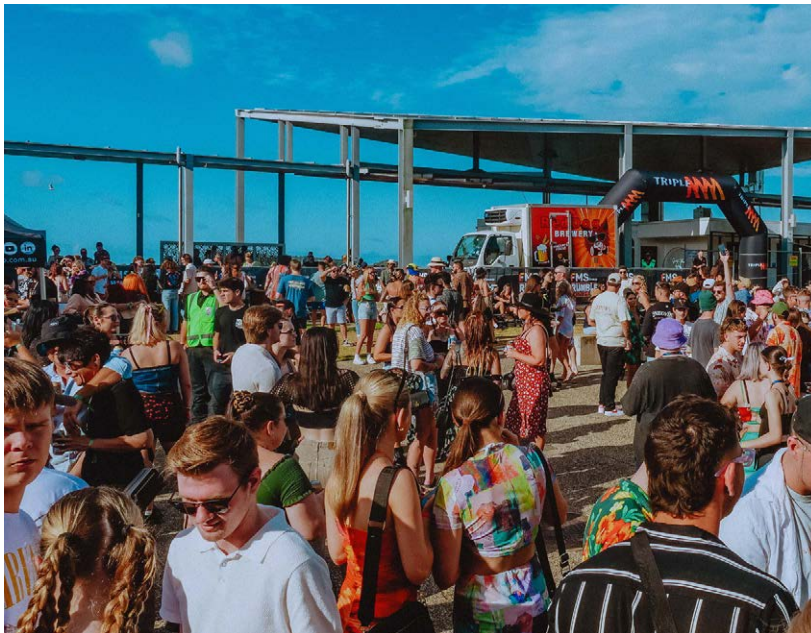
For more ideas and inspiration, visit the [Mackay Isaac Tourism Activities and Attractions webpage](#).

ONLINE RESOURCES



ONLINE RESOURCES

A range of online resources are available to support event planning and promotion, including regional tourism and events websites, a local event organisers' Facebook group, and marketing and social media guidance from Tourism & Events Queensland.



Mackay Isaac Tourism

[Mackay Isaac Tourism](#) is the official tourism organisation for the region and a one stop shop for visitor information. The website includes:

- Things to see and do
- Accommodation
- Travel deals
- Road trip ideas
- Suggested itineraries
- Maps and guides
- Weather information
- Accessible travel information
- Weekly What's On listings

Event organisers are encouraged to link to the website in their attendee communications to help visitors plan their stay and make the most of their time in the region.

We also encourage you to connect with the Mackay Isaac Tourism team using the contact details listed in the 'key contacts', as they can assist with accommodation options, tour information and tailor a Partners Program to suit your guests' needs.

The neighbouring Isaac region is also featured, offering stunning natural locations and coastal towns — together creating an ideal destination pairing of nature, country charm and coastal lifestyle.

ONLINE RESOURCES



Mackay Events

[Mackay Events](#) is the central hub for event listings across the region. Listing your event on the platform and sharing the event link through your own networks helps maximise visibility. The website attracts thousands of visits and event views each month and continues to grow through active promotion by Mackay Regional Council and Mackay Isaac Tourism.

Event organisers who list their event on the Australian Tourism Data Warehouse (ATDW) will have their event automatically shown on the Mackay Events website.

The Mackay Events website is also a valuable planning tool, allowing organisers to see what else is happening across the region. In addition, event organisers are encouraged to contact the Economic Development and Tourism team, who have insight into upcoming events that may not yet be publicly announced. This helps avoid event clashes and supports the planning of a strong, diverse and well balanced events calendar for the Mackay region.

To discuss events in the Mackay region, see 'Key Contacts' on page 21.

Mackay Region Event Organisers Connect Facebook group

The [Mackay Region Event Organisers Connect Facebook Group](#) is a forum for local event organisers to connect and actively engage with others in the event community. It provides a space to discuss issues and opportunities, share resources and volunteers, and network with industry peers.

While not specifically focused on event marketing, the group is a valuable resource for building connections, sharing knowledge and collaborating with others working across the Mackay events industry.

Tourism & Events Queensland marketing and social media

The [TEQ Marketing and Social Media website](#) is a hub for marketing and social media resources for tourism operators and event organisers in Queensland. Its purpose is to help industry businesses market their experiences more effectively, connect with the right audiences, and build strong, consistent brands across marketing channels and on the ground experiences.

COUNCIL CORPORATE BRANDING AND MESSAGING

Events supported by Mackay Regional Council through the Invest Mackay Events and Conference Attraction Fund and/or other council funding programs are required to acknowledge council's support.



Acknowledging council

Council support should be recognised across relevant event communications, including:

- Media releases
- Event programs and guides
- Social media posts
- Event websites
- Promotional collateral
- On-site signage

The Economic Development and Tourism team can assist with approved acknowledgement wording, media release quotes and messages from the Mayor or Councillors.

Council logos are available for use on marketing materials to acknowledge council's support as part of the partnership. Logos are accessed via a password protected link and must be used in line with the corporate style guide. Proofs should be submitted to the Economic Development and Tourism team prior to publishing or printing.

We're pleased to provide these resources to support your event and recognise council's role in its success.

[Mackay Regional Council Corporate Branding](#)

EVENT PROMOTION CHECKLIST



EVENT PROMOTION CHECKLIST

This checklist is a guide to help promote your event effectively, attract additional attendees, and encourage visitors to make the most of their time in the Mackay region.



Consider these ideas -

- List your event on Mackay Events (if not already listed via ATDW)
- Link to relevant Mackay Isaac Tourism webpages, local experiences and attractions
- Share event information with current and potential attendees
- Consider a small, targeted paid social media campaign to extend your reach
- Include "things to do" content and encourage attendees to extend their stay
- Share imagery, videos and social media tiles with your audiences
- Use recommended destination, event and event specific hashtags and tag relevant accounts
- Promote your event across appropriate social media platforms
- Encourage social sharing before, during and after the event
- Acknowledge Mackay Regional Council support (if funded)

FUNDING INFORMATION



FUNDING INFORMATION

In addition to the [Invest Mackay Events and Conference Attraction Program](#) event organisers may be eligible to apply for a range of other funding and support opportunities, depending on the nature and scope of their event.

Other council grants

Council is proud to support the community through a variety of [grant and funding opportunities](#). These include Academic Bursaries, Australia Day Grants, the Community Investment Grants Program, Events Attraction Fund, Grant Finder, Graffiti Grant, In kind Assistance, Performance Achievement Grant, and the Regional Arts Development Fund.

While not all grants are specifically designed to support the delivery of events in the region, many can assist with individual elements of an event, helping organisers deliver successful outcomes.

State-level funding programs

[Tourism & Events Queensland](#) offers investment programs that provide funding support to event organisers. These programs include major events, destination events and business events that demonstrate strong visitation outcomes and economic benefit for Queensland.

[Gambling Community Benefit Fund](#) may also be available for eligible community focused events delivered by not for profit organisations it helps groups to provide services, leisure activities and opportunities for Queensland communities.

Federal funding

[Festivals Australia](#) is a Federal Government funding program that supports arts and cultural projects delivered as part of festivals or significant one off community celebrations in regional and remote Australia.

Corporate sponsorship and partnerships

Event organisers are also encouraged to explore corporate sponsorship and business partnerships. Many local, regional and national businesses may be willing to provide financial or in kind support for events that align with their brand, values or target markets, and opportunities may range from small contributions through to major sponsorship arrangements.

Find more funding opportunities

[Grant Finder](#) is an online resource designed to help individuals, community groups and organisations identify grant and funding opportunities relevant to their project or event.

Event support

For more information on planning and delivering an event in the Mackay Region, including approvals and requirements, visit the [Organising Events in the Mackay Region](#) page.

LOCAL PARTNERSHIPS AND OFFERS

Events that perform particularly well in Mackay are those that proactively engage with local businesses, securing tailored offers that enrich the attendee experience.



Connecting with locals

Mackay's business community is welcoming and keen to leverage the opportunities that events bring to the region, helping to activate the destination well beyond the event itself.

Collaborating with local businesses can enhance the visitor experience while also supporting the local economy. Event organisers are encouraged to explore partnerships such as:

- Accommodation packages or delegate rates
- Dining offers
- Experience or attraction discounts or value add
- "Show your ticket" promotions
- Retail offers

These partnerships add value for attendees and encourage visitors to explore more of the region. The Mackay Region Chamber of Commerce represents a broad range of member businesses and can help event organisers connect with members. Event organisers are also welcome to attend Chamber functions and stay up to date via the Chamber's website and social channels.

<https://www.mackayregionchamber.com.au>

KEY CONTACTS

Event organisers can access support through these contacts for destination marketing, partnerships, promotion and local business connections.



Mackay Regional Council – Economic Development and Tourism

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Mackay Isaac Tourism

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Disclaimer: The *Mackay Region Event Organiser Marketing Toolkit* is provided for general informational purposes only and is intended to support event organisers in promoting their events and the Mackay region. While every effort has been made to ensure the information is accurate at the time of publication, Mackay Regional Council does not guarantee the completeness, accuracy or timeliness of the content, which may change from time to time.

Event organisers are encouraged to verify any information relevant to their event prior to relying on it. Mackay Regional Council accepts no liability for any loss or damage arising from the use of this toolkit. This document is not intended to be a comprehensive guide, nor does it constitute legal, financial or professional advice.

MACKAY REGIONAL COUNCIL

Economic Development and Tourism Program

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business@mackay.qld.gov.au
www.mackay.qld.gov.au
www.discovermackay.com.au

Mackay Events

www.mackayevents.com.au



Seaforth - @beckywanders