

## Mackay and Isaac photo competition an outstanding success

**EMBARGOED TIL 27<sup>TH</sup> JULY 2022 12AM**

Targeting locals to explore their own backyard, Mackay Isaac Tourism #mymackay & #ourisaac photo competition was a huge success. Over 400 photo entrants were received from both the Mackay and Isaac region.

Mackay Regional Council Mayor Greg Williamson Isaac Regional Council Acting Mayor Kelly Ve Ve and Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler are the panel of judges that were given the huge task of selecting the winners for this year's competition.

Isaac Regional Council Acting Mayor Kelly Ve Ve said since the pandemic, travellers and locals had changed their travel habits and were looking to explore holiday destinations closer to home.

"The beauty and variety of our region has been captured spectacularly by the marvellous photographs entered in this photo competition – from coastal pandanus to rugged caves to sweeping vistas – it is all here and more," Cr Ve Ve said.

"By sharing the photos captured as part of this competition on social media and in print in magazines hopefully we can capture the hearts of our locals and travellers.

"Congratulations to everyone involved and the entrants for truly showcasing the natural beauty of the Mackay Isaac region."

Throughout the month-long competition, Mackay Isaac Tourism's social channels was flooded with stunning photos of hidden gems and stunning landscapes of the Mackay Isaac region.

With many amazing photos sent in this year, the judges had a hard time trying to pick out the finalists.

Mackay Regional Council Mayor Greg Williamson said he was not surprised by the amount of talent that was out there.

"Our residents prove time and again that they have a real eye for what is beautiful about our region," Mayor Williamson said.

"Their ability to harness their knowledge of their own backyard and capture a moment in time that truly encapsulates what living here is about is outstanding.

"It's not going to be easy to pick the winners from so many amazing photos," he said.

Mackay Isaac Tourism Interim CEO Tash Wheeler said this year's photo competition was all about inspiring locals to be proud our region and showcasing it to friends and family – encouraging them to come for a visit.

“Stimulating growth in the region’s tourism industry post-pandemic is particularly important as many people have now gone months without seeing their loved ones,” Ms Wheeler said.

“It’s fantastic to see the passion and creativity from everyone who got behind the #visitmackay and #ourisaac photo competition.

“In a region which is as expansive and diverse as ours, each picture perfectly represents not just what makes the Mackay Isaac region a great place to live, but also the perfect place to visit,” she said.

The prizes for the best pictures from each hashtag are:

1st: DJI Mini 4K drone

2nd: GoPro HERO9 5K

3rd: Polaroid Now i-Type Instant

**Winners will be announced on 26<sup>th</sup> July 2022 (Mackay Media Call)**

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## MEDIA CALL FOR MACKAY

DATE: 26<sup>th</sup> July 2022

WHERE: Bluewater Quay

WHEN: 1:00pm

## MEDIA CALL FOR ISAAC

DATE: 27<sup>th</sup> July 2022

WHERE: Nebo Hotel

WHEN: 12:30pm