Donovan Power – $15K Winner of
Mackay Isaac's Lucky Catch & Snap Second Chance Draw

FOR IMMEDIATE RELEASE

Aimed at luring in locals and visitors, the first year of Mackay Isaac's Lucky Catch was a huge success. The fishing spectacular saw over 500 anglers register from across the region – all vying to win Daily Draws and a range of other prizes.

Whilst there weren't any winning combinations for the Daily Draws, Donovan Power was the lucky fisher that took home the $15K second chance draw. His winning catch (30cm Sooty Grunter caught at Eungella Dam) was the entry that came closest to matching any of the daily combinations of location, species, and length (in centimeters).

Anyone who entered the competition – experienced anglers and even young fishers, had various opportunities to get lucky and win a range of prizes. Winners included;

- Chase and Harley Jewell ($350 tackle store voucher) for Under 16s Most Species Caught;
- Jamie Wild, Kim Rose, Lochlan Stones, Mathew Thone and Paul Tedman, all random draw entry winners of $200 fishing tackle store vouchers;
- Donavan Power ($500 tackle store voucher) for most catches entered over the weekend of September 17-18; and we can't forget
- Amy Halstead who won a $500 tackle store voucher for helping us give the competition its name all the way back in February!

The 30-day competition which ran from September 3 to October 2 lured many anglers into the Mackay Isaac region – especially young families during the September school holidays. The region saw a spike in visitation numbers during the holidays.

Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler said Mackay Isaac's Lucky Catch and Snap was the perfect opportunity for everyone visiting the region to get hooked on some of the best fishing Queensland has to offer.

"To see an increase in visitation numbers due to an event or a competition is always a win for the region's tourism industry.

But to see families and friends spending reel time together while uncovering Mackay and Isaac's best fishing spots, that is a winning combination in my books!" Tash Wheeler said.

Over the coming years, event organisers are anticipating that the annual fishing event will grow to deliver thousands of visitors into our region, supporting local jobs and delivering valuable dollars into the visitor economy. With the vision to become Australia's largest participatory fishing event, organisers are already gearing up for 2023.

Mackay Regional Council Mayor Greg Williamson congratulated Donovan on his winning catch.

"Not only did Donovan get to enjoy a beautiful day out on our waters he also managed to reel in a prize-winning fish, scoring him $15k," Mayor Williamson said.

"The competition has been a great success for the region, and we look forward to an even bigger and better event next year," he said.

"Thank you to everyone who participated in this fantastic competition – we look forward to welcoming you all back next year."

Mackay Isaac Tourism, Tourism & Events Queensland (TEQ), Mackay Regional Council (MRC) and Isaac Regional Council (IRC) have invested in the event with a long-term view in mind. In this first year, the competition has aimed to engage with locals to gather feedback on what has worked, and what can be improved. In the years ahead, as the event is developed further, it is aiming to grow into a destination event that will attract visitation from right around the country.

Isaac Regional Council Mayor Anne Baker said recreational fishing is an integral part of the region's social fabric.

"Fishing is a big draw card for tourists and locals alike and it will no doubt lure people of all ages and abilities to pick up a rod and a reel and visit," Mayor Baker said.

"Congratulations to everyone involved as I am looking forward to this getting bigger and bigger every year."

_____ ENDS_____

For further information, please do not hesitate to contact,
Sam Taher | *Communications Officer*
m. +61 (0) 448 994 180| **p.** +61 (0) 7 4837 1277 | **e.** communications@mackayregion.com