

**SHOUT OUT
TO OUR
BEST
QLD
DAY
ALL THE BEST**

BUSINESS TOOLKIT

Supported by



**DELIVERING
FOR QUEENSLAND**



**Queensland
Government**

About QLD Day

On 6 June, we celebrate QLD Day and mark the moment Queensland stood on its own, officially separating from New South Wales in 1859.

QLD Day is an opportunity for all Queenslanders to celebrate everything that is great about our state.

There are plenty of ways to get involved. Be part of the action this QLD Day and help spread the word.

All the Best Awards

All the Best invites Queenslanders to vote for the very best our state has to offer. It's an opportunity to recognise and celebrate the iconic businesses and places that make Queensland truly special – from the best beaches and bakeries to all the perfect pizzerias and pubs.

Timeline

- 2 April 2026 Voting opens
- 28 May 2026 Voting closes
- June 2026 Winners announced

All the Best categories



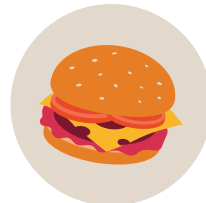
Bakery



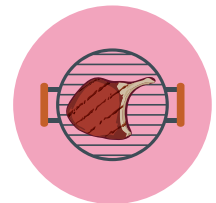
Bánh mì place



Beach



Burger joint



Butcher



Café



Camping / 4WD spot



Fish and Chip shop



Florist



Gym



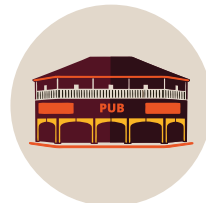
Hairdresser / Barber



Ice cream shop



Pizzeria



Pub



Tourism attraction

As the votes roll in, the live leaderboard will keep Queenslanders updated with who is leading the charts on 'All the Best' before Queensland's best are revealed in June.

How can you promote your business and rally your customers to vote for you?

- **Show your participation** – Promote your involvement by displaying promotional posters and themed materials in prominent areas. Create excitement and build awareness to encourage your customers to rally behind your business and vote for you in 'All the Best'.
- **Amplify the message** – Use the key messages, assets and resources in this kit to help spread the word about QLD Day through your business newsletters, emails, and social media platforms.

Key messages

- All the Best is your chance to vote for the best bakery, butcher, beach, and more. Let's show the world what makes Queensland the best.
- Celebrate the best of our state by voting across 15 categories for your faves this QLD Day.
- This QLD Day, we're celebrating the best of the best – and we need your vote! Choose your faves and let's recognise what makes Queensland great.
- Who deserves the title of Queensland's best? It's up to you. Vote now for your favourites.
- Vote now to see your favourite secure a spot on the leaderboard.
- Search QLD Day or visit qld.gov.au/qldday to vote and be part of the action.



How to get involved

Showcase your business as a proud contender in the QLD Day All the Best Awards! Rally your loyal customers and local community to cast their votes and help your business claim the title of one of Queensland's best. Here are some great ways to promote your business and maximise your chances of success:

1. Use our ready-made assets

We've created a suite of promotional materials to make it easy for you to spread the word. These include:

- ready-to-use key messages
- social media copy
- social media graphics tailored to each category
- a Canva social media template that you can customise to suit your brand and audience
- in store A4 counter cards/posters tailored to each category
- A6 inserts tailored to each category
- trifold display card with a QR code visual that takes users to the website to vote for your business
- branded header and footer to add to in store collateral items such as menus
- newsletter tile
- website banner
- screensaver/TV display

Simply download the assets that best suit you, tailor them to your style, and start sharing!

2. Leverage your own channels and content

You know your customers best, so use your own unique voice and platforms to connect with them. Whether it's through your website, social media, email newsletters, or in-store promotions, you can create a campaign that resonates with your audience and drives votes for your business.



Ideas to promote your business and generate support:

- Add a tile to your website: feature the awards on your homepage or a dedicated page to encourage visitors to vote for you.
- Post on social media: share engaging posts, stories, or reels to highlight your participation and encourage your followers to vote.
- Create content: share behind-the-scenes videos, customer testimonials, or stories about what makes your business special.
- Encourage user-generated content (UGC): ask your customers to share why they love your business and tag you in their posts.
- In-store activity: set up a voting station, distribute flyers, or create a fun display to remind customers to vote while they visit.

The more you promote, the more support you can generate! Whether you use our assets, your own channels, or a combination of both, the key is to get creative and engage your audience.

Promote the campaign for your business

Social Content

SOCIAL MEDIA TILE	SUGGESTED COPY
 <p data-bbox="233 1122 496 1162">Download tile</p>	<p data-bbox="651 656 1430 716">This QLD Day, all Queenslanders are invited to vote for all the best across the state and we need your vote for the best <insert category>!</p> <p data-bbox="651 734 1430 824">Each vote gets you one entry into the draw to win a QLD Day prize pack filled with epic passes and vouchers to some of the the best attractions our state has to offer.</p> <p data-bbox="651 844 1430 904">Search Queensland Day or visit qld.gov.au/qldday to vote and be part of the action.</p>
 <p data-bbox="233 1756 496 1796">Download tile</p>	<p data-bbox="651 1290 1414 1350">🏆 Queenslanders! We need your support in QLD Day's All the Best, for best <insert category> in Queensland! 🏆</p> <p data-bbox="651 1370 1414 1460">Voting closes on 28 May, so don't miss your chance to vote. If we're one of your favourite <insert category> in Queensland, we'd love your vote! ❤️</p> <p data-bbox="651 1480 1430 1570">Each vote gets you one entry into the draw to win a QLD Day prize pack filled with epic passes and vouchers to some of the the best attractions our state has to offer.</p> <p data-bbox="651 1590 1430 1680">🌟 All the Best is all about celebrating Queensland's finest – the iconic businesses and the Insta-worthy places that locals rave about. Search Queensland Day now to cast your vote and show your support! 🙌</p>

Social Content

SOCIAL MEDIA TILE



[Download PNG tile](#)

[Canva Template](#)

How to use the QLD Day Canva template frame:

1. Open the Canva template using the link provided.
2. Upload the photo you want to use into Canva.
3. Drag your photo onto the design page.
4. Place the photo over the frame area.
5. Right-click on the photo.
6. From the menu, select Layer and then choose Send to back.
7. Adjust the photo so it sits neatly behind the frame and fits the space properly.
8. When you are happy with the result, click Share in the top right corner.
9. Select Download and save the file as a PNG.
10. Your image is now ready to upload to your social media channels.

SUGGESTED COPY

🕒 Queenslanders! We need your support to be crowned All the Best **<insert category>** in Queensland! 🏆

Voting closes on 28 May, so don't miss your chance to help support us. If we're one of your favourite **<insert category>** in Queensland, we'd love your vote! ❤️

🌟 All the Best is all about celebrating Queensland's finest – the iconic businesses and the Insta-worthy places that locals rave about. Search Queensland Day now to cast your vote and show your support! 🙌

A4 Poster



[Download web copy](#)

(PDF)

[Download print copy](#)

(PDF)

A6 Insert

 VOTE FOR US AS YOUR FAVE This QLD Day, we're celebrating the best of the best – and we need your vote!	 VOTE FOR US AS YOUR FAVE This QLD Day, we're celebrating the best of the best – and we need your vote!
<small>Supported by</small>	<small>Supported by</small>
 VOTE FOR US AS YOUR FAVE This QLD Day, we're celebrating the best of the best – and we need your vote!	 VOTE FOR US AS YOUR FAVE This QLD Day, we're celebrating the best of the best – and we need your vote!
<small>Supported by</small>	<small>Supported by</small>

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(PDF)

Window Display/Decals



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best – and we need your vote!**

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Trifold Display

<p>SHOUT OUT OUR BEST QLD DAY ALL THE BEST</p>	<p>SHOUT OUT OUR BEST QLD DAY ALL THE BEST</p>	
<p>VOTE NOW</p>  <p>Supported by </p>	<p>CELEBRATE THE BEST OF OUR STATE THIS QLD DAY.</p> <p>VOTE FOR YOUR FAVES ACROSS 15 CATEGORIES.</p> <p> </p>	<p>VOTE FOR US AS YOUR FAVE.</p> <p> Queensland Day</p>

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(PDF)

Newsletter Tile



[Download](#)

(PNG)

Screensaver



[Download screensaver](#)

(PNG)