

**CELEBRATE
OUR
STATE
QLD
DAY
6 JUNE**

STAKEHOLDER KIT

About QLD Day

On 6 June, we celebrate QLD Day and we mark the moment Queensland stood on its own, and separated 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.

How to get involved

A statewide campaign has been developed to generate awareness of QLD Day, the extensive program of events on offer, and to encourage all Queenslanders to get involved in the celebrations.

This stakeholder kit encourages campaign amplification via your channels to increase campaign reach and frequency.

This stakeholder kit includes:

- an overview of QLD Day
- key messages
- social media tiles and copy
- downloadable posters
- eNewsletter tiles and copy
- screensaver graphic

You can also find more information and resources at qld.gov.au/qldday

QLD Day 2026 Program

The Queensland Government is delivering a QLD Day program that our state can be proud of.

- **All the Best**
Shouting out our best. Queenslanders are encouraged to vote for their favourite businesses across 15 categories and help crown the best in Queensland.
- **QLD Day Awards**
Celebrate our greats. An opportunity to recognise great Queenslanders - the community volunteers who roll up their sleeves in times of need, true local legends who always have everyone's back, and those who have helped shape Queensland.

Key Messages

QLD DAY

- QLD Day is an opportunity to celebrate everything great about our state.
- QLD Day celebrates the pride Queenslanders feel in calling this state home – a state defined by opportunity, resilience and community spirit.
- QLD Day marks the moment Queensland stood on its own, officially separating from New South Wales in 1859, and the beginning of our journey as a proud, independent state.
- Be part of the action this QLD Day.
- Search Queensland Day or visit qld.gov.au/qldday

ALL THE BEST

- This QLD Day, celebrate the best of our state by voting for your favourite businesses across 15 categories. Help celebrate what makes our state truly great.
- Queenslanders, it's time to shout out our best! From the best burgers and beaches to the best bakeries, butchers, hairdressers, florists, camping spots and more. Vote for your faves across 15 categories.
- Show your local some love and celebrate everything that makes Queensland great. Your vote could decide who's crowned the best in Queensland.
- By voting, you will go in the draw to win a QLD Day prize pack filled with epic passes and vouchers to some of the best attractions our great state has to offer.


QLD DAY AWARDS

- Celebrate our greats this QLD Day.
- Everyday Queenslanders make our state great. Help us celebrate them in the 2026 QLD Day Awards.
- Our state is built on the hard work, kindness, and passion of everyday Queenslanders. Celebrate their efforts by nominating them in the QLD Day Awards.
- Do you know someone in your community who always rolls up their sleeves and shows up for others? It could be a community volunteer who helps out in times of need, or a true local legend who's got everyone's back, we all know someone who makes a real difference.
- Nominate them today by searching 'Queensland Day' or visit qld.gov.au/qldday

Help promote QLD Day

Please share the below content across your channels.

Social Content / QLD Day Program

SOCIAL MEDIA TILE	SUGGESTED COPY
 <p data-bbox="236 1128 440 1155">Download tile</p>	<p data-bbox="652 658 1422 714">On 6 June, we celebrate QLD Day, marking the moment Queensland became its own state and separated from New South Wales.</p> <p data-bbox="652 734 1390 792">This year, we're celebrating everything that makes our state great and we want you to be part of it!</p> <p data-bbox="652 813 1238 842">There are plenty of ways to celebrate QLD Day your way 🍷</p> <ul data-bbox="652 860 1433 965" style="list-style-type: none"><li data-bbox="652 860 1433 889">🗳️ Shout out our best by voting for your fave businesses across 15 categories<li data-bbox="652 907 1433 965">🏆 Celebrate our greats by nominating selfless Queenslanders in the QLD Day Awards <p data-bbox="652 985 823 1012">+ so much more!</p> <p data-bbox="652 1032 1358 1061">Check out how you can get involved by searching 🗨️ 'Queensland Day'.</p>

Social Content / All The Best

SOCIAL MEDIA TILE

SUGGESTED COPY



Download tile

Queenslanders, it's time to shout out our best!

From the best burgers and beaches to the best bakeries, butchers, hairdressers, florists, camping spots and more. Vote for your faves across 15 categories.

Show your local some love and celebrate everything that makes Queensland great.

Your vote helps decide who crowned the best in Queensland.

Plus 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 best attractions our great state has to offer.

Vote now by searching 🗨️ 'Queensland Day'

qld.gov.au/qldday

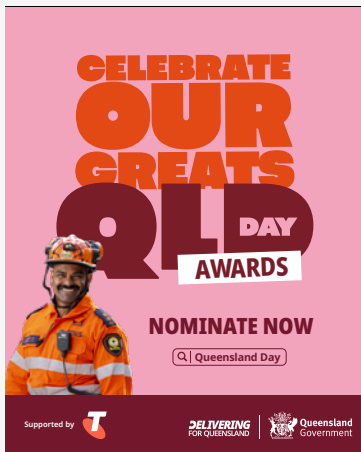


Download tile

Social Content / Awards

SOCIAL MEDIA TILE

SUGGESTED COPY



Download tile

The search is on to celebrate our great Queenslanders.

Do you know someone in your community who always rolls up their sleeves and shows up for others?

It could be a community volunteer, a young achiever or local legend. It could be a community organisation who is helping those who need it most or someone who has helped shape our state.

Nominate them now by searching 🗨️ 'Queensland Day'

qld.gov.au/qldday



Download tile

Our state is built on the hard work, kindness and passion of everyday Queenslanders.

Celebrate their efforts by nominating them in the QLD Day Awards.

Whether it's a community volunteer who rolls up their sleeves in times of need, or a true legend who's always got everyone's back, we all know someone who makes a real difference.

Nominate them today by searching 🗨️ 'Queensland Day'

By nominating, you will also go in the draw to win a QLD Day prize pack valued at over \$1,800 and filled with epic passes and vouchers to some of the best attractions our state has to offer.

qld.gov.au/qldday

Poster

A4 and A5 / General



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Poster

A4 and A5 / All The Best



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OUR
GREATS**

QLD DAY

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🔍 Queensland Day

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On 6 June, we mark the anniversary of the day that Queensland stood on its own, officially separating from New South Wales in 1859.

QLD Day is the day to get together and celebrate our state – our way!

This year, we're celebrating everything that makes our state great and we want you to be part of it... Because no one celebrates like a Queenslander!

Celebrate QLD Day your way:

- Show your love for Queensland's best! Vote for your favourite businesses across 15 categories - from cafes to camping spots, bakeries to butchers
- Celebrate our greats by nominating selfless Queenslanders in the QLD Day Awards

Check out how you can get involved. Search 'Queensland Day' or visit qld.gov.au/qldday.

Screensaver



[Download screensaver](#)

(JPEG)