

**CELEBRATE
OUR
STATE
QLD
DAY
6 JUNE**

SPORTS TOOLKIT

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.

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
- an overview of the sporting opportunities for QLD Day
- key messages
- social media tiles and copy
- downloadable posters
- eNewsletter tiles and copy

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



Celebrate locally

This QLD Day, community sporting clubs across the state are being encouraged to join the celebrations by hosting their own QLD Day round. It's an opportunity to come together, celebrate our love of sport, and showcase our Queensland pride.

From football and netball to rugby, hockey, or any local favourite, local sporting clubs can bring the Queensland spirit to their games, events and communities across the state. Teams, players, and supporters are also invited to dress in maroon – whether it's for training, a match, or a club gathering. By wearing Queensland's iconic colour, you can unite in celebrating our state's sporting culture and community spirit.

Clubs are encouraged to engage their members, rally their local community, and create a memorable day filled with activities, camaraderie, and fun. By hosting your own QLD Day round, clubs can be part of the statewide celebration.

Help promote QLD Day within your sporting community by downloading the resources, which include posters, social media templates, and more.

Mini Maroons

The Mini Maroons Clinics are an exciting opportunity for kids aged 5–12 to engage in rugby league activities in the lead-up to QLD Day 2026. Hosted by Queensland Rugby League, these clinics are designed for children of all abilities and provide a fun, interactive environment to develop footy skills, participate in games, and meet special guests.

For more information and to register, visit: qld.gov.au/qldday

Mega Round

Celebrate Queensland's love for sport at the QLD Day Mega Round on Saturday 6 June. This thrilling event features all-Queensland clashes in NRL, AFL, and Super Netball across Brisbane, Townsville, and the Gold Coast. Brisbane will also host the iconic Seven Oaks Day at Eagle Farm Racecourse, combining world-class horse racing with vibrant entertainment.

Wear maroon, gather your friends, family, or club members, and cheer on your favourite teams as they compete in action-packed matches. Tickets are on sale now—don't miss this celebration. Visit qld.gov.au/qldday for details.

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

CELEBRATE LOCALLY

- This QLD Day, we're calling on clubs across the state to join the action by hosting their very own QLD Day Round!
- From football to netball, rugby, hockey or any sport your community loves, bring the spirit of Queensland to your club and celebrate what unites us.
- Show your Queensland pride this QLD Day by getting your team to Wear Maroon! Whether it's training, a match or a club event, unite your players and supporters in maroon to celebrate.
- Get your members involved, rally your community, and organise your QLD Day round today!
- Share your maroon moments on social media and tag @QLDDay to spread the Queensland spirit.

Key Messages

MINI MAROONS

- Mini Maroons Clinics give kids aged 5–12 the chance to develop their rugby league skills, meet special guests, and celebrate QLD Day through sport.
- These fun-filled clinics are open to all abilities and will be held at six locations across Queensland in the lead-up to QLD Day.
- Visit qld.gov.au/qldday for more details.


MEGA ROUND

- This QLD Day, we are turning up the dial with the ultimate sporting extravaganza, celebrating our championship-winning state.
- On Saturday 6 June, we're uniting our state's love for sport with an action-packed day featuring NRL, AFL, Super Netball and racing.
- The celebrations include an AFL QClash, an NRL double-header, a Super Netball derby and an unforgettable day of racing at Seven Oaks Day – uniting Queenslanders for an epic day of sport and connection.
- This blockbuster sporting showcase will be the heartbeat of QLD Day, uniting communities across the state.
- Secure your tickets now for the QLD Day 2026 Mega Round and celebrate our state.
- Visit qld.gov.au/qldday for more details.

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 1241 842">There are plenty of ways to celebrate QLD Day your way 📌</p> <ul data-bbox="652 860 1436 1205" style="list-style-type: none"><li data-bbox="652 860 1430 889">🗳️ Shout out our best by voting for your fave businesses across 15 categories<li data-bbox="652 907 1434 965">🏆 Celebrate our greats by nominating selfless Queenslanders in the QLD Day Awards<li data-bbox="652 983 1406 1041">🏈 Gather your local sporting club together, host your own QLD Day Round and get your team kitted out in maroon to celebrate our state<li data-bbox="652 1059 1410 1120">📍 Join your local community at a party, BBQ or get-together hosted in your area<li data-bbox="652 1137 1385 1196">📢 Make some noise for a blockbuster sporting showcase with QLD Day's Mega Round <p data-bbox="652 1223 823 1252">+ so much more!</p> <p data-bbox="652 1270 1409 1328">Check out how you can get involved by searching 'Queensland Day' or visit qld.gov.au/qldday</p>

Help promote QLD Day

Please share the below content across your channels.

Social Content / Wear Maroon

SOCIAL MEDIA TILE	SUGGESTED COPY
 <p data-bbox="236 1122 497 1160">Download tile 4:5</p>	<p data-bbox="651 658 1326 689">Celebrate our state by wearing maroon this QLD Day! 🎉</p> <p data-bbox="651 705 1417 797">Queenslanders, it's time to unite! Show your true colours this QLD Day by wearing maroon and celebrating the community spirit that connects us all.</p> <p data-bbox="651 815 1442 878">From the field to the sidelines, let's come together and make it a day to remember!</p> <p data-bbox="651 896 1310 927">To find out more and get involved visit qld.gov.au/qldday</p>
 <p data-bbox="236 1816 497 1854">Download stories</p>	<p data-bbox="651 1290 932 1321">The countdown is on! ⌚</p> <p data-bbox="651 1339 1426 1402">This Saturday 6 June, it's time to wear your maroon loud and proud for QLD Day.</p> <p data-bbox="651 1420 1278 1482">Let's paint our club maroon and celebrate the spirit of Queensland together! 🍷</p> <p data-bbox="651 1500 1310 1532">To find out more and get involved visit qld.gov.au/qldday</p>

Poster

A4 and A5 / QLD Day Program



[Download web copy](#)

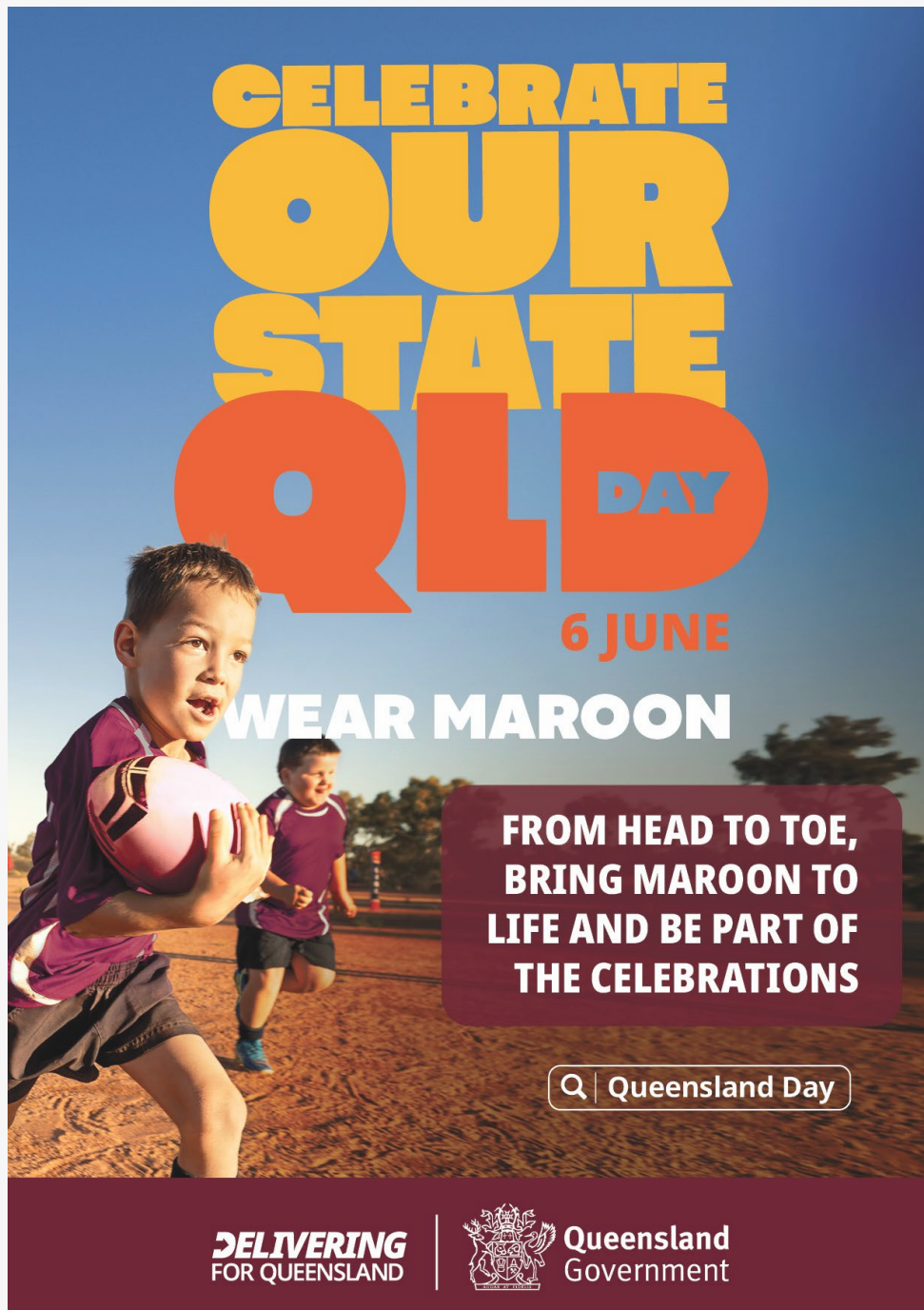
(PDF)

[Download print copy](#)

(PDF)

Poster

A4 and A5 / Wear Maroon



Download web copy

(PDF)

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(PDF)

Email Banner

WEAR MAROON

**CELEBRATE
OUR
STATE
QLD DAY**
6 JUNE
WEAR MAROON

**FROM HEAD TO TOE,
BRING MAROON TO
LIFE AND BE PART OF
THE CELEBRATIONS**

**DELIVERING
FOR QUEENSLAND** |  **Queensland
Government**

[Download banner](#)

EDM Assets

Header



Footer



[Download header](#)

(JPEG)

[Download footer](#)

(JPEG)

EDM Copy

Celebrate QLD Day with us – join our special QLD Day Round!

Dear members,

QLD Day is almost here, and we're thrilled to announce that our club is hosting a special QLD Day round to mark the occasion! This is more than just a game – it's a chance for our club and community to come together and celebrate our state.

Celebrate QLD Day with our club!

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

This year, we're inviting you to join us in celebrating locally with our club. From fun activities to team events, there are so many ways to get involved and make this QLD Day one to remember.

How we're getting involved

We're excited to invite you to join us for our very own QLD Day round!

This year, we're hosting a special QLD Day round that's sure to bring out the best in our players and supporters. It's the perfect way to celebrate Queensland's sporting culture and showcase the pride and passion that unites us as a club and community.

We're encouraging everyone – players, coaches, members, and supporters – to wear maroon and turn the field into a sea of Queensland pride. Whether it's a maroon jersey, hat, scarf, or even a scrunchie, let's show our true colours and make this a day to remember.

Whether you're playing, cheering from the sidelines, or just soaking up the atmosphere, this is your chance to get involved in the QLD Day celebrations.

So mark your calendars, dust off your maroon gear, and get ready to celebrate QLD Day with us!

We can't wait to see you there – let's celebrate our state, our way this QLD Day.

To find out more about QLD Day celebration visit qld.gov.au/qldday