

Produced *with* **PRIDE.**

MACKA'S

AUSTRALIAN BLACK ANGUS BEEF
— *Est. 1884* —

Our MEDIA KIT



— *Est. 1884* —



From humble **BEGINNINGS...**

Macka's Australian Black Angus Beef, a sixth generation Australian success story, with a history dating back to 1884.

The Mackenzie family is now entering its 6th generation of owning and developing an innovative, fully integrated paddock-to-plate Angus Beef cattle business.

The Macka's story begins in 1884 with the first generation of cattle farmers in their Family, Aunty Audrey and Aunty Bella, who raised their nephew, young Archie Mackenzie, on their property and tended to the growing herd.

Running cattle was in Archie's blood and the quest to produce the highest quality cattle became his passion. Archie passed the first property, and the passion, down to his son Bruce Mackenzie who helps to run the properties today with his only son, Robert and his two boys, James and Jack.

The Mackenzie family's vision is to build upon the foundation laid by their Great Great Aunts, Grandfather and Great Grandfather and elevate their beef operation to new heights through the adoption of best practices and sustainable farming techniques.



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Our OPERATION

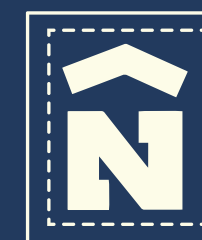
Macka's has a strong team and being a family business there is as shared passion and commitment that makes things easy.

Bruce and Robert run the coastal operations where the focus is on the genetics and breeding of the highest quality Australian Black Angus cattle.

Our Northern property, Woko Station, is the main property for the fattening operation. Woko Station is a blue ribbon parcel of land in the Gloucester area, a region widely known for cattle farming.

Here are some key factors about our operation:

- 8 Macka's Farms - 13,000 Acres
- Active acquisitions of high-quality land
- 3,500 Breeders and 130 bulls
- Highest quality genetic strength and breeding focus
- Steers grain-finished for 150 days
- True Paddock to Plate Beef producer



Our
SOCIAL MEDIA KIT



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OUR SOCIALS

Macka's social media is focused on the agriculture and cattle industry.

We take great pride in sharing stories from the farm, our produce and our core values.

Macka's is all about producing high quality, Grass-fed and grain-finished Black Angus Beef produced on our ethical, eco-friendly and sustainable farms.

Our customers know they are getting the best of the best when they see the brand. Macka's is on a mission to lead with pride worldwide to promote Verified Australian Black Angus Beef.

PLATFORMS



Instagram 1,200 followers



Facebook 1,000 followers



LinkedIn 850 followers



Average 1200 visits per month



COLLABORATION

We aim to share our family values, farming practices and innovation with the world.

Our audience ranges from the everyday retail beef consumer through to fine dining restaurants, wholesalers, cattle breeders, feedlots and farmers.

Our customers know they are buying a fresh, clean and green product raised in some of the most pristine, eco-friendly agricultural conditions in the world.

We offer a range of collaborative marketing services for your brand that includes and are not limited to:

- Social media promotion
- Product reviews
- Competition giveaways
- Brand ambassador
- Content creation
- Multi-brand collaboration
- Hosting events with the Macka experience
- Farm hire for events & productions
- Truck advertisement
- Long term partnerships

WORKING WITH MACKA'S

Communication is key when it comes to brands working together. We promise to make all brand requests clear from the get-go so both parties can get the most from the collaboration.

We are focused on maintaining long term quality relationships.

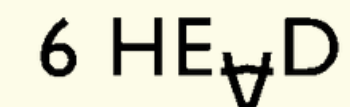
Our criteria examples include and are not limited to:

- Macka's equipment upgrades at an agreed discount
- After service support
- Clear outcomes

OUR PARTNERS



RB SELLARS



RARE MEDIUM
ACADEMY



Our
WORK WITH OTHER BRANDS





RB SELLARS

When it comes to marketing, it doesn't stop at their beef, you may have seen Robert's passion across many social platforms, he takes an active stance on not just promoting his business but supporting the people and organisations that are involved in the red meat sector, "I love the industry, I love Australia and I think if more of us work together and promote our industry then it supports Australian beef on the world stage".

- **CONTENT CREATION**
- **TRUCK ADVERTISEMENT**
- **WORKWEAR PARTNERSHIP**
- **BRAND AMBASSADOR**

[**FULL ARTICLE HERE**](#)





KENWORTH & MUSCAT TRAILORS

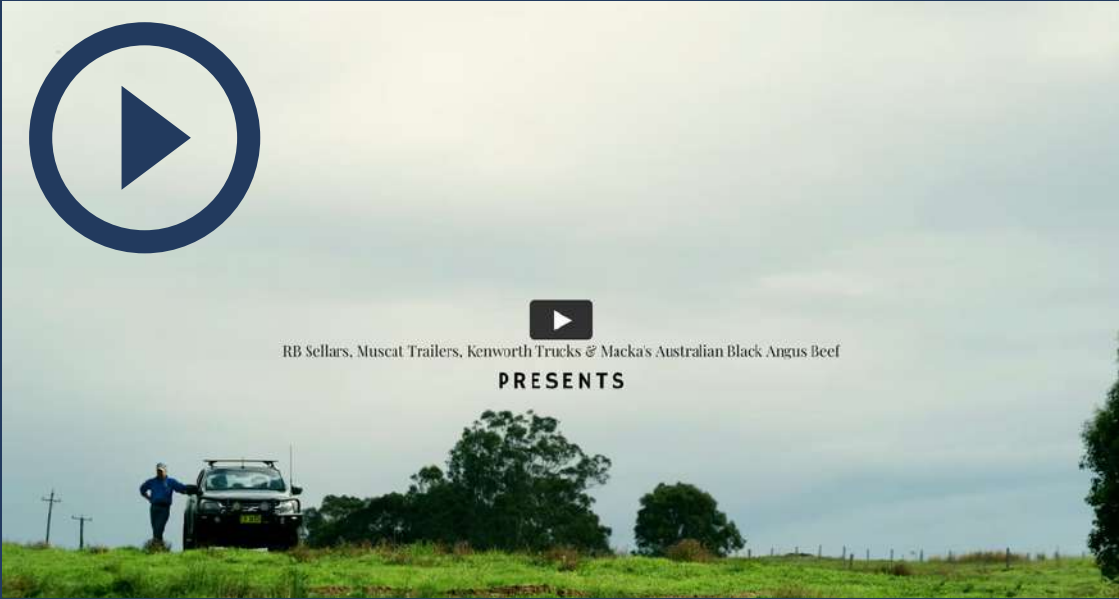
Robert and the team wanted to showcase their business suppliers that make producing the quality Angus beef they are renowned for possible.

It was only fitting that Kenworth Trucks, Muscat Trailers and RB Sellars would be a part of a video that empathises an essential core value to all these brands, "Quality".

Robert says, "Quality is Something that has been installed in me from such a young age. It's Something that we live by; it's Something that when we go to bed at night, we think about; it's Something that i remember my father saying to me a long time ago. Son, it's not quantity, it's Quality."

- **CONTENT CREATION**
- **SOCIAL MEDIA CAMPAIGN**
- **BRAND PARTNERSHIP**
- **MULTI-BRAND COLLABORATION**

WATCH HERE





THREE BLUE DUCKS TV

Meat & Livestock Australia (MLA) partnered with Three Blue Ducks Restaurant Group to showcase Australian red meat producers' world class sustainable production practices and the high-quality product they produce via a new television series set to air nationally this week on Network 10.

Utilising MLA's Community Engagement brand, Australian Good Meat, two episodes of the six-part television series hosted by renowned Three Blue Ducks chefs tells the story of Australian Beef and Lamb producers.

Across three episodes, Three Blue Ducks' celebrity chefs, Andy Allen, Darren Robertson and Mark LaBrooy take the audience on a behind the scenes journey with red meat producers to highlight Australia's top standards for animal health and welfare production practices and demonstrate the industry's high standards in sustainability.

- PRODUCTION
- LOCATION HIRE

WATCH HERE





RARE MEDIUM ACADEMY

Rare Medium Academy is an educational tool for foodservice chefs from quick and fast service restaurants, aged care, commercial catering, transport, pubs and clubs to have success with Australian red meat in commercial kitchens and on menus.

The goal is to take you on an educational journey so you can be inspired to create dishes using Australian red meat.

- CONTENT CREATION
- EVENT HOSTING
- MULTI-BRAND COLLABORATION

WATCH HERE





EVENT HOSTING

SIX HEAD - SEAGRASS HOSPITALITY

Macka's partnered up with Seagrass Hospitality and the team from 6 Head Sydney, Executive Chef Sean Hall and Head Chef Scott Greve. The Macka's Angus family had the opportunity to present our story to guests as they devoured a beautiful 4-course dinner.

Everyone enjoyed our nurtured Angus beef, and we were humbled to be a part of such a special evening hosted by world-class chefs.

Macka's have one on to now supply this restaurant group and continue promoting Macka's vision through experiential events and social media.

- **CONTENT CREATION**
- **EVENT HOSTING**
- **LONG TERM PARTNERSHIP**

WATCH HERE





OPTI WEIGH

Optiweigh is the most significant step forward in livestock weighing in over 30 years. With built-in functionality and complete mobility, Optiweigh has solved the problem of in-paddock weighing and delivers tangible benefits to any size cattle operation.

An Optiweigh will:

- Accurately monitor weight gain & drive profit;
- Eliminate livestock stress & lost production; and
- Reduce time, labour cost and much more.

- **SOCIAL MEDIA PROMOTION**
- **LONG TERM PARTNERSHIP**

WATCH HERE





RAPID SPRAY

For over 25 years, Rapid Spray has been dedicated to bringing innovative products to the agricultural, industrial and government industries in the spraying and liquid cartage sector.

Manufacturing some of the earliest poly tanks in Australia, Rapid Spray expanded to offer their customers a range of spray, cartage tanks, fire fighting units and diesel units which they still sell today.

- CONTENT CREATION
- SOCIAL MEDIA PROMOTION
- LONG TERM PARTNERSHIP



Contact

We are looking forward to working with you on your next campaign. Our marketing team are here to support you.

Please contact our marketing team for any further information:

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