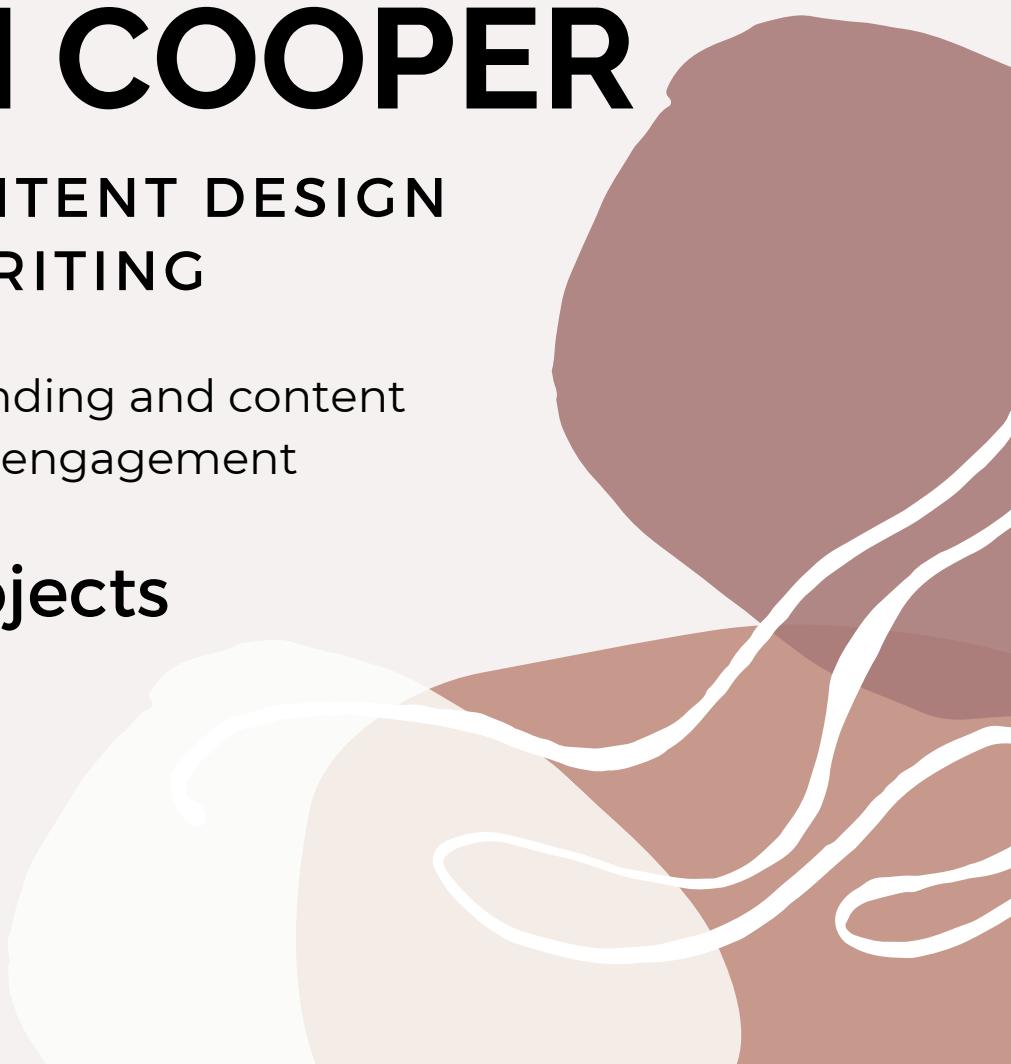


RHIANNON COOPER

MARKETING, CONTENT DESIGN
& COPYWRITING

Creating impactful branding and content
to drive customer engagement

2019 Projects



Outback Festival

A biennial festival held in Winton, QLD (Australia), Outback Festival is a celebration of all things 'Outback' and host to the quirky Quilton Australian Dunny Derby.

Project Dates: January - October 2019
www.outbackfestival.com.au

Content Aims

- Increase audience engagement and following across Facebook and Instagram, drive traffic to festival website & encourage ticket sales
- Maintain consistent branding across platforms, incorporate fresh brand design to new MailChimp templates
- Establish regular festival communications through email marketing and media releases
- Create & distribute posters, leaflets and festival program for patrons



Content Deliverables

- Rebrand of festival Facebook and Instagram pages with regular posting. Encourage visits back to the festival website.
- Creation of new MailChimp templates for distribution of email marketing newsletters and media releases
- Drafting and distribution of regular E-Newsletters and Media Releases
- Rebrand and content update across festival website
- Development of social media competition to increase engagement

Key Outcomes

- 28.6% increase in individual users visiting the festival website*
- 29.3% increase in new users visiting the festival website*
- 58.6% increase in E-Newsletter subscribers
- 31.8% increase in Facebook followers
- 46.3% increase in Facebook engagement*
- 41% increase in Instagram followers
- Social media competition achieved a Facebook reach **599% greater** than the average festival Facebook post

*From last festival year 2017



Outback Festival 2019

Samples of Instagram posts



[View Insights](#)

Promote



liked by **wintonoutbackhomestead** and others

outbackfestivalqueensland Reckon you've got what it takes to be a true Aussie Outback Champion? Come test your mettle in our Outback Strength Events! Registrations open on our website, link in bio ☺

#outbackfestival #outbackqueensland
#outbackaustralia #winton #countryaustralia
#thisisqueensland #australiasoutback #seeaustralia
#itsliveinqueensland #ironman #ironwoman
#strongman



[View Insights](#)

Promote



liked by **stevenlippis** and others

outbackfestivalqueensland Winton's Outback Ironman & Ironwoman competitions aren't for the faint of heart 🏃🏃‍♀️ Get ready to muck in with the best of them - we're looking forward to see who'll come out on top this year!

Barry Alsop

#outbackfestival #outbackqueensland
#outbackaustralia #winton #countryaustralia
#thisisqueensland #australiasoutback #seeaustralia
#ironman #ironwoman

[View all 3 comments](#)

6 April

380% greater engagement than the average post



[View Insights](#)

Promote



liked by **headsupfilmservices** and others

outbackfestivalqueensland Almost time to hit the road to Winton & experience a different kind of traffic! Your typical country road block captured by @seanscottphotography on the Matilda Way near Blackall 😂

#aussieroadtrip #roadtrip #outbackqueensland
#roadblock #visitqueensland #visitqld
@queenslandweekender

[View all 4 comments](#)

kristahauritz I guess this is "peak hour" 😅



31 July

50% greater engagement than the average post

111% greater engagement than the average post

Outback Festival 2019

Samples of
Facebook posts



Outback Festival, Winton Queensland Australia

Published by Rhiannon Cooper [?]

•

Accommodation for Outback Festival is booking up fast! If you've got the whole family in tow this September, we've got the perfect option for you with the Club Paterson Tent City - camping under the stars without the fuss and hassle!

Options available for families and groups of all sizes. Jump online and reserve your tent before they all book out!

<https://outbackfestival.com.au/stay/club-paterson-tent-city/>



Outback Festival, Winton Queensland Australia

Published by Rhiannon Cooper [?]

•

Who'll flush away the competition to be the King (or Queen) of the Thunderbox? Register your team for the Quilton Australian Dunny Derby to take part in this hilarious event! 🤪💩

👉 <https://outbackfestival.com.au/.../quilton-australian-dunny-.../>



Outback Festival, Winton Queensland Australia

Published by Rhiannon Cooper [?]

•

CALLING ALL IRON MEN:

Are you ready to take on the Outback in one of the country's toughest Iron Man competitions? Over the 5 Days of grueling events, you'll have the opportunity to 'test your mettle' in a series challenges with a distinctly Outback flavour.

Compete for the top place prizes, awards and daily incentives over 5 days of competition.

Registration closing 30th August 2019 - enter now!

<https://outbackfestival.com.au/outback-st-.../outback-iron-man/>



Outback Festival, Winton Queensland Australia

Published by Rhiannon Cooper [?]

•

Have you got what it takes to be the next Outback Iron Man or Outback Iron Woman? Register for the Outback Strength events to test your strength, endurance and agility - who'll come out on top this September?

👉 <https://outbackfestival.com.au/outback-strength-events/>



Outback Festival 2019

E-Newsletters



Do you have what it takes? Aussie Outback Challenges Registrations Open Now

Reckon you've got what it takes to beat the best of them to be the ultimate Aussie Outback champion? Registrations are now open to teams and individuals ready to tackle the biggest events of the festival!

Show off your strength in the Outback Iron Man, Outback Iron Woman or Masters of the Outback. Demonstrate your endurance in the 100 mile Century Cycle Challenge. Or just compete to be the most True Blue Aussie in the True Blue Outback Aussie Sports Pub Crawl and Dunny Derby. There are plenty of events for the little tykes too!

More info and tickets are online now.

[Buy Tickets & Register Online](#)



Australian Dunny Derby
Vie for the fastest dunny in the west as you race past derby 'obstacles' to claim your high stakes prize. A 200 metre Derby for teams five - get your thunderbox ready!

[Dunny Derby Info](#)



Masters of The Outback
Calling all 'Masters' of the Outback - register your team of 4 for carrying tyre and fence equipment, pushing cars, racing through an Outback waterhole and more.

[Master of The Outback Info](#)



Outback Aussie Sports Pub Crawl
Are you a True Blue Aussie Sports star? Test your skills across 10 top Aussie events at every Outback 'watering hole' in Winton!

[Aussie Sports Pub Crawl Info](#)



Outback Iron Woman
Do you have what it takes to be an Outback woman working on the land? Challenge yourself with a series of events with a distinctly Outback flavour

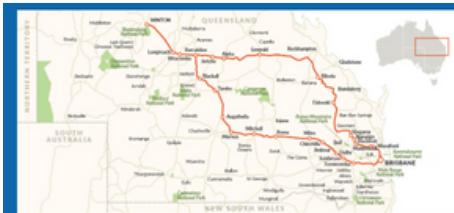
[Outback Iron Woman Info](#)



Self-drive Itineraries For Your Road Trip Adventure To Outback Festival 2019

Time to start planning your ultimate Aussie outback adventure with a self-drive itinerary around outback Queensland, packed to the brim with outback legends, ancient discoveries and bucket-list adventures!

Check out our three itinerary options below to start planning your adventure to Outback Festival 2019



Brisbane to Winton via the Matilda Highway

Take the Big Sky Events Trail to Outback Festival. This 15-day loop from Brisbane takes in the award-winning Toowoomba Carnival of Flowers, iconic museums and a whole lot more!

[Read More](#)



Brisbane to Winton via The South West Outback

Discover gourmet food and wine in the spectacular Granite Belt Region. The captivating scenery and stunning natural attractions along the route are a truly visual feast. Immerse yourself in the local culture and connect with these welcoming communities. Enjoy a soak in artesian waters, fossick for opals, sleep under starry night skies and meet Cooper, Australia's largest dinosaur.

[Read More](#)



Townsville to Winton via The Discovery Drive

Queensland's, Discovery Drive will take you on a journey packed to the brim with outback legends, ancient discoveries, and bucket-list adventures. Expect to witness vast ever-changing landscapes; meet eccentric outback characters; see amazing prehistoric discoveries; and connect with Australia's pioneering communities.

[Read More](#)



Book A Bed Ahead

Don't forget to book your accommodation for the week long Outback Festival



Make No.2 your No.1 priority with the Quilton Australian Dunny Derby!



The Quilton Australian Dunny Derby is back again this September and registrations are filling up fast. Time to ready your thunderbox - don't miss your chance to be crowned the 'Fastest Dunny in the West' and share in the \$5,000 prize pool!

Teams of five can register to compete, pulling their thunderbox through a 200m obstacle course with a series of challenges along the way. Special prizes are awarded for the best dress team & thunderbox and the winners of the 'Constipation Stakes' (the best of the losers)!

Spectators on the day will also be able to witness the Outback Festival 2019 where you won't want to miss the Mayoral Challenge where the mayors of Outback Queensland compete in what may seem a very "politically incorrect" challenge.

Registrations are filling up fast - this is one event you don't want to miss!
Entries close 29 August 2019

[Register Today](#)

NATIONAL BOWEL CANCER SCREENING PROGRAM

In a bid to give back the festival, through the fun and frivolity of the Quilton Australian Dunny Derby, will help increase awareness of bowel cancer and the benefits of screening through a partnership with Queensland Health. The 'Make No.2 Your No.1 Priority' state campaign aims to increase participation in the National Bowel Cancer Screening Program, encouraging all Queenslanders over the age of 50 to make bowel screening a priority and catch signs of bowel cancer early. Festival go-ers can keep an eye out for Queensland Health's 'Make no.2 your no.1 priority' bum boxes and chat to Queensland Health staff.

Performing Live At The Dunny Derby



Outback Festival 2019

Media Releases



- SEPTEMBER 2019 -

The Outback challenges are prepped, stages set and thunderboxes primed and ready - Outback Festival 2019 starts today!



With the first hat toss of the Little Swaggies event, Winton's Outback Festival is officially underway with a weeklong celebration of all things country! A myriad of authentic Aussie experiences will be taking place across Winton during Australia's quirkiest festival from today until Saturday 28th September. An unprecedented number of entertainers including award winning country music artist, Adam Harvey, Olympic champion Sara Carrigan and celebrity chef Matt Golinski are just some of the incredible guests joining the festival's 25th anniversary event this week.

The first day of the festival marks Day One of the Outback Iron Man, Outback Iron Woman and Masters of The Outback challenges that will see competitors test their strength and endurance in a series of outback challenges throughout the week.

Up and coming music star Heath Milner will be kicking off the live entertainment on the Main Stage with multiple sets throughout the day, warming up the crowds for the Outback Festival Spectacular Opening Evening Concert at Winton Shire Hall. Multi Award Winning performer Darren Coggan will be welcoming visitors to Winton with his tribute act to Glen Campbell, 'Like A Rhinestone Cowboy'.

Winton's main street will be a hive of action all day with special acrobatic country storytelling performances by high energy duo The CrackUp Sisters, live cooking demonstrations by Ranger Nick and David Hudson, and an egg throwing competition to test the skills of both young and old.



- APRIL 2019 -

Plan Your Fun Under The Outback Sun This September School Holidays At Outback Festival, Winton.



Australia's Little Swaggies will be dodging Jolly Jumbucks, tossing Swags and cracking the whip these September school holidays at Outback Festival 2019. Festival organisers are encouraging families to head to Winton for a holiday with a difference.

There will be no better place for families to spend the September school holidays than Winton's Outback Festival with fun activities, outback challenges and entertainment for all ages. Events including whip cracking, wool bale rolling, wobble board painting and a host of little swaggies events with keep the little tykes well entertained the whole week.

The crowning competition for the festival's young attendees is the Outback Iron Junior event, a test of strength and strong will for the boys and girls alike. Split into two age group categories, 10 to 12 years and 13 to 15 years, young competitors take part in a range of fun-filled activities over three days including the Swag Toss, Opal Miners Dash, Mini Marathon, Whip Cracking & Tug a Mini.



Outback Festival 2019

Festival Program (Samples)

IT'S LIVE!
in Queensland

OUTBACK Festival
WINTON QLD

24 - 28 SEPTEMBER 2019

FESTIVAL PROGRAM

YEAR OF OUTBACK TOURISM QLD 2019

OUTBACKFESTIVAL.COM.AU

f

DAY 4 | FRIDAY 27TH SEPTEMBER

7:00AM **BUSH POETS BREAKFAST**

Winton Shire Hall
Courtyard, Vindex Street
Music by 1RAR Military Band

Start the day with a hearty BBQ breakfast and a belly full of laughs with bush poets Marco Giori, Muz Martin and Bill Kearns.

Breakfast

7:00am - 8:30am | Bush Poets approx. 8:45am

Bush Poet Show only

online \$8 | on the door \$10

Bush Poet Show & Breakfast

online \$20 | on the door \$22 | child \$15

8:00AM **DAY 4: OUTBACK IRON MAN EVENT**

Elderslie Street
Sponsored by Spar
Iron Men will compete in an 8km marathon.

8:00AM **DAY 4: OUTBACK IRON WOMAN EVENT**

Elderslie Street
Sponsored by BMPRO
Iron Women will compete in an 8km marathon.

8:00AM **DAY 4: MASTERS OF THE OUTBACK EVENT**

Elderslie Street - Sponsored by Kersh Concrete Contracting
Teams will compete in an 8km marathon.

DAY 4 | FRIDAY 27TH SEPTEMBER

8:30AM **OUTBACK IRON JUNIORS EVENT**

Elderslie Street
Sponsored by Telstra
Entrants contest a mini marathon.

9:30AM **LIVE ENTERTAINMENT: THE CRACK UP SISTERS AT THEIR HOMESTEAD**

Elderslie Street
Special Guest American Comedy Cowboy performer Leapin' Louie with his 75ft big loop, crazy rhythm whip cracking show.

10:00AM **STREET ROVING WITH THE MEMPHIS MOOVERS**

Elderslie Street - Sponsored by Corfield & Fitzmaurice

10:00AM - 11:00AM **DIDGE WORKSHOP**

Ngalan Productions (Wayne Kite)

11:00AM - 12:00PM **DANCE WORKSHOP (FEMALE)**

Mara Jina Julbu

12:00PM - 1:00PM **DOT ART JEWELLERY WORKSHOP**

Nindi Arts Ros & Michael

1:00PM - 1:30PM **DANCE PERFORMANCE**

Big Eye Theatre. Male/Female dance together

DAY 4 | FRIDAY 27TH SEPTEMBER

11:30AM **KIDS MEGGSIE CART RACES**

Elderslie Street Drag Strip
Teams of 2 (one pusher, one passenger) test their skills on a set course - Meggsie Carts supplied. Timed event.

Age Groups: 8 - 10 years, 11 - 13 years.

Nominations: \$10 per team, nominations taken at the Outback Festival Office. Numbers limited.

1:00PM **OUTBACK IRON JUNIORS EVENT**

11:30AM **LIVE ON MAIN STAGE - THE GREAT WESTERN PLAY & STAY MUSICAL TOUR 2019**

Main Stage, Elderslie Street
11 Artists performing: Country, Western, Rock n Roll, Comedy and so much more.

1:00PM **OUTBACK IRON JUNIORS EVENT**

Elderslie Street
Sponsored by Telstra

Entrants contest the Whip Cracking event.



fastest Dunny; the best presented team and Outhouse and the Constipation Stakes (the best of the losers).

The 200 metre Derby starts off Le Mans style with the jockey running to his thunderbox (seat) before the team pushes/pulls their

Dunny through the field to the finish line. A 5 person team consists of 2 runners pushing, 2 runners pulling the Dunny and 1 jockey riding on their thunderbox in the Dunny. Don't miss the Mayoral Mayhem Challenge by Outback Mayors.

Over \$5,000 in prizemoney and trophies to be won.

Admission: Includes Australian Dunny Derby & Live Concert: Adult \$45 | Pensioner/Concession \$40 | Teen (13 - 17 years) \$30 | Under 13 years free. Gold Festival Pass refer to outbackfestival.com.au



Outback Festival 2019

Festival Program (Samples)

ENTERTAINMENT

BRAD BUTCHER

Brad Butcher is a musician whose songs share a message of hope and inspiration attracting an ever growing audience. Awarded the 'New Talent of The Year' at the 2018 Golden Guitar Awards of Australia and 'Country Song of The Year' at the 2018 Queensland Music Awards, Brad Butcher is at the forefront of a new generation of Australian story tellers.

Saturday Concert Series
Saturday 28th September, 7:00pm



THE CHANTOOZIES

One of Australia's hottest bands, The Chantoozies, began touring Australia in the late 80s, appearing on every imaginable entertainment program in the country. Originally formed for only a 'one off' show, the band received an overwhelming response and gained their first residency at the renowned 'Underground' Nightclub, subsequently selling over 300,000 records, going Platinum and Gold. After taking time out to pursue their individual careers, the girls have reunited to bring The Chantoozies back to the stage.

Saturday Concert Series | Saturday 28th September, 7:00pm

ADAM HARVEY

Adam Harvey has long been one of Australia's premier country artists with more than half a million album sales, back-to-back No.1 albums, multiple ARIA nominations and a succession of Gold and Platinum certified albums. Celebrated entertainer and country music purist, concert goers can expect everything Australia has come to love about Adam Harvey's incomparable live show.

Main Stage, Elderslie Street |
Wednesday 25th September, 7:00pm



FRANKIE J HOLDEN & WILBUR WILDE

Take two of Australia's legends of Rock 'n' Roll - who also just happen to be household names through their work on TV, stage, radio and film - put them together on stage with a hot band, and you have the recipe for a superbly entertaining, energetic and professional showstopper event! Frankie J Holden and Wilbur Wilde first came to prominence in the mid-seventies with the legendary Aussie rock band OL'55, and since then have both enjoyed incredibly diverse careers on stage and screen.



Friday Night Concert Series | Friday 27th September, 7:00pm

HEATH MILNER

Heath is a contemporary artist from Mackay Queensland. In the past three years since he began singing, he has been writing songs with a bunch of Nashville writers and performed on a blind audition in season six of *The Voice*. In this life-changing moment, Boy George told Heath he belonged in Nashville, generously offering Heath a return ticket to Music City USA. A graduate of both the junior and senior CMAA Academy of Country Music, Heath was the Judges' choice at the Gympie Music Muster 2017 Emerging Artist Showcase. Heath was also a Star Maker Finalist for 2018 and has just recorded his debut EP with Fat Track Studios in Tamworth.

Main Stage, Elderslie Street
Tuesday 24th September, 12:30pm and 2:30pm
Thursday 26th September, 12:30pm and 6:00pm
Saturday 28th September, 12:30pm

DARREN COGGAN | TRIBUTE SHOW TO GLEN CAMPBELL

Multi award winning performer, Darren Coggan, returns to his country roots delivering the vocal authenticity and guitar prowess of the great Glen Campbell. In a personal reflection, Darren respectfully honours the indelible voice behind the golden hits of the 60s and 70s including *Gentle on My Mind*, *Wichita Lineman*, *By The Time I get To Phoenix*, *Try A Little Kindness*, *Galveston*, *Rhinestone Cowboy* and many more. Darren is an award winning artist in his own right within the Country Music Industry.



Winton Shire Hall | Tuesday 24th September, 7:00pm

Outback Festival 2019

Festival Program (Samples)

FESTIVAL ACCOMMODATION



CLUB PATERSON (TENT CITY)

Stay in our convenient Club Paterson (Winton's Tent community under the stars).

This is the perfect package for festival goers looking to camp under the stars without losing their creature comforts. You'll simply drive up to our exclusive Tent City location complete with premium shower & toilet facilities, covered outdoor breakout area and onsite optional cooked breakfasts. Step into your roomy tent, unpack and stretch out on your comfortable camp

bed (single & double options available) complete with quality linen. Then it's just a short walk to all the action.

Packages range from two to five nights. The longer you stay, the cheaper the per night rate. We've got five days of non-stop action planned, so we recommend you book our great value 5 night package. All packages include bed linen, so there's nothing else for you to do when you arrive, but unpack and enjoy the festival. 5 night packages start from just \$74 per night for two people.

BOOK ONLINE
www.outbackfestival.com.au



FESTIVAL CAMPSITES - POWERED & UNPOWERED SITES

Powered sites for tent, caravan or campervan are available at the Winton Showgrounds in our Festival Campsite. Guests will have access to on-site toilets and hot shower facilities. A shuttle service will operate regularly between the showgrounds and event venues.

Powered Site Packages:

- 5 night Powered Site package from \$135 per site
- 7 night Powered Site package from \$175 per site

Unpowered Sites:

Nightly rates - \$20 per site - minimum 2 nights

GETTING TO WINTON

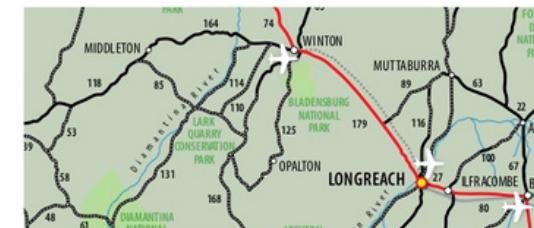
There are so many ways to get to Winton regardless of whether you want to take the wheel, or sit back and enjoy the ride. Winton is fully accessible via bitumen roads, or for the off-road enthusiasts there are plenty of back roads and little-known routes to be taken. Don't forget when travelling in the Outback to take care, and check your mobile phone reception areas.

BY ROAD Winton is located on the Landsborough Highway, 178km north-west of Longreach; 470km south-east of Mount Isa and approximately 1500km from Brisbane. For a great online trip planner and all things motoring visit racq.com.au

BY AIR Rex Regional Express (REX) services Winton on Tuesday and Thursday. An alternative to flying directly into Winton is to take the daily QantasLink flight from Brisbane to Longreach, where there are several hire car companies available including Avis and Budget.

Outback Festival Special Regional Express flights - Thursday 26 Sept Townsville to Winton & return Sunday 29th Sept. \$148 pp one way

BY COACH Getting to Winton with Bus Queensland is as easy as booking an online ticket at www.busqld.com.au or alternatively calling 1300 287 537. Bus Queensland long distance services arrive daily at Winton at 12.05pm at the Newsagent on Elderslie Street. The service departs from the same stop at 1.25pm daily.



The 2019 Outback Festival - Winton is proudly sponsored by:



G&D Partners provide year round transport services for Queensland and beyond. Their efficiency, depth of experience, sound business acumen and reasonable rates make them the ideal partner to deliver your freight, warehousing and distribution needs.

P: (07) 3271 2044 | www.gdpartners.com.au

River Dragon Festival

A three day event celebrating the community of St George, QLD, the surrounding shire, and the Balonne River.

Project Dates: March - October 2019
www.riverdragonfestival.com.au

Content Aims

- Establish consistent branding across platforms to strengthen brand awareness
- Development of a festival website as central resource
- Increase social media followings and engagement, consistently directing followers to website
- Create MailChimp template for email marketing and media releases, creating and distributing regular communications
- Create & distribute posters, leaflets and festival program for patrons



Content Deliverables

- Creation of a festival website with copy of key festival and tourism information
- Rebrand of existing Facebook page with updated branding, regular posting of content
- Creation of a festival Instagram page in line with new branding, regular posting of content
- Creation of MailChimp templates for distribution of regular email marketing newsletters and media releases
- New social media competition created to drive engagement and sharing

Key Outcomes

- 184% increase in Facebook followers
- 15,967% increase in Facebook post reach
- Notable growth in Instagram followers and brand recognition following creation of Instagram page
- Significant steady growth in e-newsletter subscribers through promotion of new mailing list on social media platforms and website
- Social media competition gained state-wide attention for regional festival
- State-wide coverage on television news channel



River Dragon Festival 2019

Website Content

The homepage features a large image of people in colorful leis. A red banner at the top reads "MULTICULTURAL RIVER DRAGON FESTIVAL AND MUCH MORE..". Below it is a red button with a white timer: "00 Day", "00 Hour", "00 Minute", "00 Second". Below the timer are four event thumbnails: "DRAGON BOAT REGATTA" (Action packed racing guaranteed), "COLOUR RUN" (Let's get colourful!), "WATERSKIING" (Thrills & spills on the water), and "STREET PARADE" (Fun for all the family). A pink box on the right says "FREE FOR ALL THE FAMILY" and "Don't miss this awesome event its totally free!". A red button says "Download PDF Program". At the bottom are two more buttons: "View Program" and "GREAT PRIZES!".

This page has a purple header bar with "VISITOR INFO" in white. Below it is a map of St George, Australia, showing local roads and landmarks. To the left is a sidebar with "HOW TO GET HERE" sections for "BY ROAD", "BY AIR", and "BY BUS". At the bottom is a large image of purple grapes and a yellow vine, with a "WHAT TO SEE & DO" section below it.

The page has a purple header bar with "TOP 5 THINGS TO DO IN STGEORGE" in white. Below it is a large image of a person in a costume. A "SHARE THIS" button with social media icons is in the top right. The main content area includes sections for "RIVERSANDS VINEYARD", "THE UNIQUE EGG", "THE ST GEORGE HERITAGE CENTRE", "SANDYTOWN RIVER CRUISES", "COTTON SELF-DRIVE TRAIL", and "MORE INFO".

Located in the Balonne Shire in Queensland's Western Downs, St George is a small rural town located along the banks of the Balonne River. Primarily acting as a service centre for the surrounding wheat, sheep and cotton farmers, the town still has plenty of activities to explore during your stay! As you're passing through for the River Dragon Festival this September, why not take some time to check out some of the other offerings below St George has to offer;

RIVERSANDS VINEYARD

Owned and run by the Blackett family since 1996, the Riversands Vineyard produces wines, muscat and port made from locally-grown grapes. Located just 5 minutes from the town centre and open 7 days a week, visitors are welcomed by a free wine tasting and can relax in the garden cafe to sample the best of Riversand's boutique wines, tasty food and country hospitality. 66 Whytes Rd, St George QLD 4487 www.riversandswines.com

THE UNIQUE EGG

Situated within the Balonne Sports Store is this impressive collection of hand-carved, illuminated emu eggs created by Steve Margaritis over a period of more than 40 years. Having been displayed at World Expos they are now on permanent display in the store. 108 Victoria Street, St George, Queensland 4487.

THE ST GEORGE HERITAGE CENTRE

For a look into the history of St George, head to The St George Heritage Centre at the western end of Victoria Street. The centre houses a collection of historical material relating to the town, including a working blacksmith operations, operational printing press, local Aboriginal artefacts, an extensive harness collection and the old gaol and courthouse which have been relocated from within the town. Victoria Street, St George, Queensland 4487.

SANDYTOWN RIVER CRUISES

Sit back, relax and take in the Balonne River's magnitude of water aboard the Sandytown River Cruises. Enjoy the views and abundant birdlife including pelicans, cockatoos and eagles as you idle down the middle of the river. With afternoon cruises, fishing tours and full moon evening cruises on offer this is not to be missed. www.stgeorgerivercruises.com

COTTON SELF-DRIVE TRAIL

For a half-day activity jump in the car to experience the St George Cotton Self Drive Trail and get to know more about the local cotton industry. Pick up the tourism brochure St George & Surrounds from the Balonne Shire Visitor Information Centre to embark on the Cotton Self Drive Trail. 114 St George's Terrace, St George, QLD 4487.

MORE INFO

To check out even more activities St George has to offer head to <http://www.balonne.qld.gov.au/st-george>. As you arrive in St George drop in to the Balonne Shire Visitor Information Centre to pick up your tourism brochure, information and maps.

Sign up to the River Dragon Festival E-News today to keep updated with all the festival news!

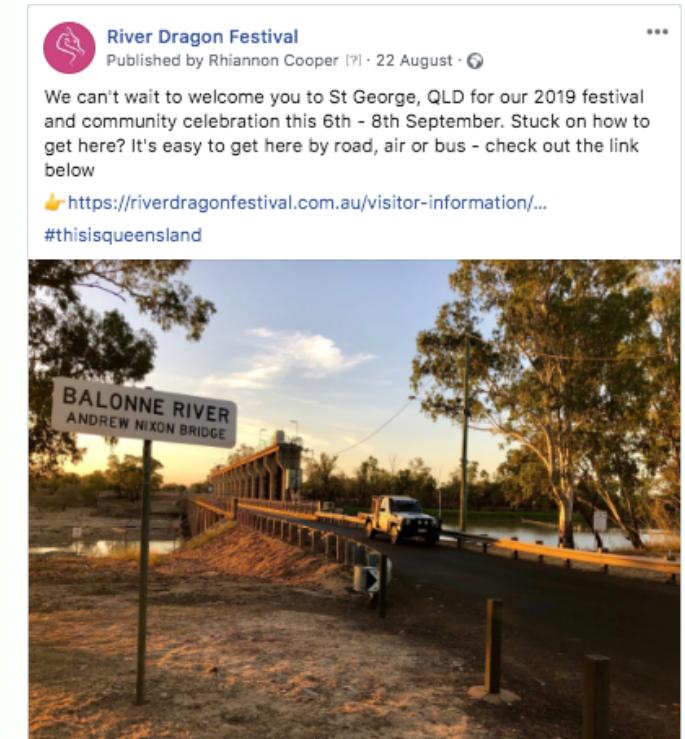
Posted in Festival News

River Dragon Festival 2019

Facebook Profile & samples of Facebook posts

The screenshot shows the official Facebook page for the River Dragon Festival. It features a profile picture of a stylized red dragon head, a cover photo of a team in a dragon boat, and a navigation bar with links for Home, About, Photos, Events, Videos, Posts, Community, and Festival E-News. A central feed area shows a post from Rhiannon Cooper about visitor information, accompanied by a photo of a modern building with a yellow 'i' information flag.

A post from the River Dragon Festival page by Rhiannon Cooper. The post includes a photo of a team in red dragon-themed costumes standing on a grassy bank next to a river. The caption reads: "Happy Saturday - Only two weekend to go until the River Dragon Festival 2019! Have you got your team together for the dragon boat regatta yet? Get in touch to register your interest today! #Dust to Dawn Photography". The post has 2,204 people reached and 348 engagements.

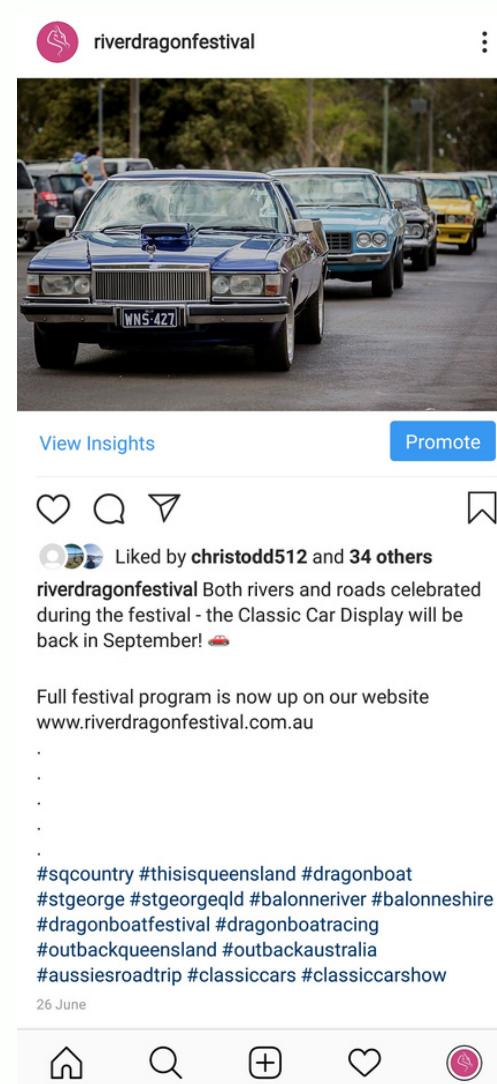


River Dragon Festival 2019

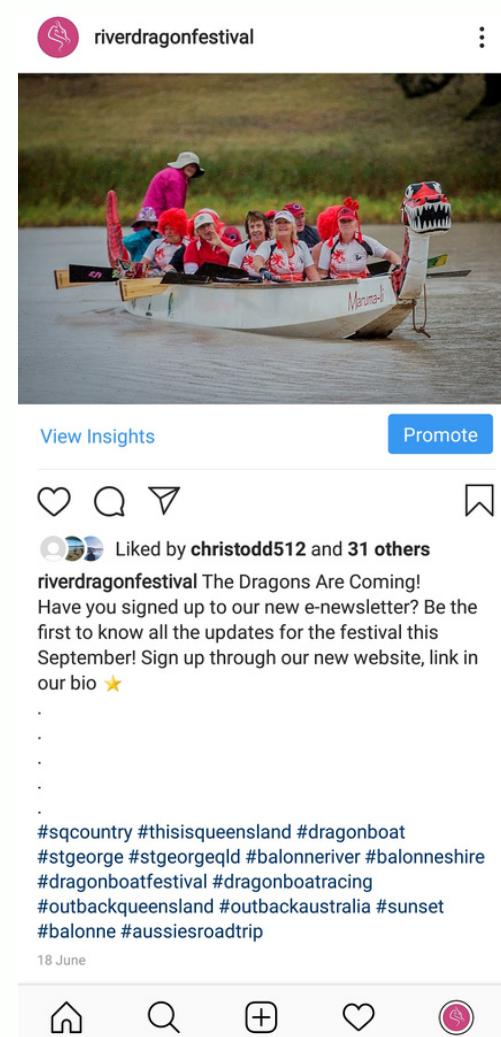
Samples of Instagram posts



273% greater engagement than the average post



61% greater engagement than the average post



56.6% greater engagement than the average post

River Dragon Festival 2019

E-Newsletters



Wendy Matthews joining the festival line-up at Multicultural River Dragon Festival 2019

With just 2 weeks to go until the 2019 Multicultural River Dragon Festival, a jam packed line-up of entertainment and activities has been announced for the whole family to enjoy across the weekend of 6th - 8th September in St George, QLD!

Headlining Saturday's live entertainment series is Australian music star Wendy Matthews with additional performances across the weekend by Drew McAlister, MunsterBucks, Kerry Kennedy, Gordon Lister, Hugh Manley and the Retro Rockers.

Check out a selection of the program highlights below and visit our website to view the full festival program and plan your weekend getaway to St George.

www.riverdragonfestival.com.au



WENDY MATTHEWS
3pm | Saturday 7th September
Don't miss multi-platinum performing artist Wendy Matthews at the St George Amphitheatre as part of the Saturday Live Entertainment series, kicking off at 3pm on Saturday 7th September.



CLASSIC CAR SHOW & PARADE
11am | Saturday 7th September
A must see for all classic car enthusiasts, don't miss the Classic Car Parade show down Beardmore Place for a hit of automotive nostalgia.



DRAGON BOAT REGATTA
12pm | Saturday 7th September
If there's one event not to miss over the weekend it's the headlining Dragon Boat Regatta weekend - grab a team to register for the competition or head to the banks of the Balonne River to watch the teams battle it out for the champions of the mighty Balonne River.



CHILD PROTECTION WEEK COLOUR RUN
9am | Saturday 7th September
A free colour run for the whole family in support of the Child Protection Week. Register for the run at 9am and stick around afterwards for a free community BBQ.

Book Your Stay In St George

With options for camping, caravaning, hotels, motels, B&Bs and more located in and around the region of St George there's an option for every kind of traveler to join us for the 2019 Multicultural River Dragon Festival!



THANK YOU

A huge thank you to everyone who could join us in St George, QLD for the 2019 Multicultural River Dragon Festival! Despite dust storms and cancellations (including cancelled and flight delays and event participants who couldn't get here due to weather conditions), we thank you for your patience, and hope your weekend was as bright as the colour run! THANK YOU to all the volunteers, community coordinators and groups, our sponsors, visitors from out of town, performers, stall holders and competitors.

We look forward to welcoming you back to St George!

Check out some of the festival highlights below and make sure to follow our Facebook & Instagram pages to check out all the action and be the first to know any future festival announcements ...



Facebook Instagram Website



The Multicultural River Dragon Festival is funded under the Year of Outback Tourism Events Program during the Year of Outback Tourism 2019.

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River Dragon Festival 2019

Media Releases



WIN the ultimate Outback escape and follow the rivers flowing to St.George for the Multi-Cultural River Dragon Festival!

Taking place along the banks of the mighty Balonne River, the Multi-Cultural River Dragon Festival will be taking place this 6th - 8th September, with 2019 marking its 51st event. The three day event will be celebrating the community spirit of St George, QLD, and showcasing the beautiful Balonne River in Queensland's Western Downs. One lucky winner has the chance to win a road trip adventure for themselves and three friends to experience the festival and Queensland Outback this September!



Encompassing a wide range of multicultural aspects, the Multi-Cultural River Dragon Festival is a celebration of river activities, dragon boat racing, food and fine dining with a focus on the local community and St George's connection to the dragon. In 2019 the festival is inviting visitors to join the local community in the River Dragon boat racing regatta, water skiing demonstrations, local markets and live entertainment.

The Multi-Cultural River Dragon festival is organised and run by the Care Balonne Association Inc, a community non-profit organisation whose committee includes representation from the local Indigenous community and other emerging communities within the Balonne Shire, with a vision to be recognised as a progressive organisation that aspires to increase the viability of the local community, providing services to meet the needs of the community.

Perched on the banks of the Balonne River some 557km west in Brisbane via Goondiwindi, St George is the perfect base to explore relax and explore the surrounding area within the Balonne Shire. Traditionally providing services to the surrounding wheat, sheep and cotton farmers, St George has grown to support a broad range of industry and is home to a diverse community.



Forget Loch Ness, the Dragons are here in St. George Queensland for THIS weekend only!

In a bid to lift community spirit during drought, the 2019 Multicultural River Dragon Festival is on this weekend 6th - 8th September in western Queensland's rural town of St George.

The local community has thrown out the welcome mat inviting visitors to join them in this FREE celebration, including a dragon boat racing regatta, water skiing demonstrations, multicultural food grazing, country markets, street parade, retro cars, laser show and live entertainment.

The community festival, which was started as an homage to the town's namesake, has grown to celebrate the various aspects of the St George and wider Balonne Shire community, help raise funds for local causes and act as a chance for the community to come together during tough times.



In 2019 the festival is stepping up a notch with celebrated ARIA Award winning music star Wendy Matthews leading the entertainment lineup. The celebrated singer, renowned for her moving vocals and infectious energy, is a multi-platinum artist loved around Australia. Joining her is country musician Drew McAlister, long recognized as one of the nation's premier songwriters and performers having performed alongside the cream of Aussie country talent.

In celebration of the region's wine and food production, the festival is also hosting a Multicultural Grazing Table that will join various food and drinks stalls to accompany the evening's entertainment.

The festival's headlining Dragon Boat Regatta event kicks off at 12pm midday on Saturday 8th September seeing teams battle it out to be the champions of the mighty Balonne River.

River Dragon Festival 2019

Festival Program (Samples)



About the Festival

The Multicultural River Dragon Festival is a three-day event celebrating the community spirit of St George, QLD, and showcasing the beautiful Balonne River. This is a celebration of river activities, dragon boat racing and diverse culinary experiences with a focus on St George's connection to the dragon.

Founded by local doctor William Rimmer, the festival was created as an opportunity to celebrate the history of the town and the present day community. The first festival was held in 1967 with a street parade, Dragon Festival ball with the Dragon Queen competition and the slaying of the dragon.

The now symbolic Dragon Boat Races were introduced to the festival in 2007 as a way to create awareness of breast cancer within the local community following the diagnosis of a community member.

The festival encompasses a wide range of cultural and multicultural aspects and works closely with representatives of the local Indigenous community. Through the mediums of multicultural cuisine, customs, arts and dance the festival aims to bring a greater understanding of the cultural heritage existing in the Balonne Shire.

In 2019 we'll be celebrating our multi-cultural community and welcoming visitors to join us with the famous River Dragon Boat Races Regatta, water skiing, market stalls and live entertainment.



Care Balonne

The Multicultural River Dragon Festival is organised and run by the Care Balonne Association Inc, a community non-profit organisation. They have an organising committee that includes representation from the broader community and other emerging communities within the Balonne Shire.

Care Balonne Association Inc. (Care Balonne) was established in 1994 and is primarily an information and referral service covering the whole of the Balonne Shire, based in the town of St George. Our vision is to be recognised as a progressive organisation that aspires to increase the viability of our community by being aware of the community needs and developing strategies to meet these needs. For more information visit carebalonne.com

River Dragon Festival 2019

Festival Program (Samples)

Entertainment



Wendy Matthews
Saturday 7th | Amphitheatre

With an expressive voice that never fails to move those who hear it, Wendy Matthews' music is an unhurried journey of clean melodies, infectious energy and simple grace. Taking songs from every genre and making them her own, Wendy's immense talent and capacity to capture and define a diverse range of styles has seen her become a multi-platinum artist loved around Australia.

MunsterBucks Saturday 7th | Amphitheatre

Arguably the only all-Irish band in Australia, Tommy Donovan, Eddie Nolan and Jack O'Leary are a band of lads from Munster (southern Ireland) who have established a name for themselves on the Australian folk scene. While essentially keeping true to their traditional roots, they bring in their own sense of style and feature songs in a variety of genres, working to create a traditional groove with driving rhythms and memorable melodies.

Retro Rockers Saturday 7th | Amphitheatre Sunday 8th | Amphitheatre

Seasoned husband and wife duo, Peter and Vicki Denovan, provide enjoyable and memorable entertainment for audiences of all ages with a repertoire of over 800 sounds spanning from Country to Rock & Roll. Peter has twelve successful CDs to his credit, has been support band to Mental as Anything and has been presented with an award from TASMA, for his dedication and performance with his music.



Drew McAlister
Saturday 7th | Amphitheatre

Drew McAlister has long been recognised as one of the nation's premier songwriters and performers. McAlister has composed hundreds of tunes with U.S. song writing royalty and has performed alongside the cream of Aussie country talent. McAlister's work as a composer, performer and recording artist has all the warmth and healing qualities of the natural hot springs for which his Northern NSW hometown of Moree is known.

Kerry Kennedy & Double Barrel

Saturday 7th | Amphitheatre

Kerry Kennedy's rich vocals and polished presentation of original and popular country music has been selling out shows since 1989. A regular at the world famous Tamworth Country Music Festival, Kerry has performed across Australia as well as touring Europe with his band, Double Barrel. Kerry Kennedy and Double Barrel are one of Queensland's premier bands, playing a range of country and rock with a song for everyone.

Hugh Manley Friday 6th | Australian Hotel Motel

Gordon Lister Friday 6th | Australian Hotel Motel

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