

INVITATION FOR

# EXPRESSIONS OF INTEREST

## FOR MOUNT ISA RODEO

DELIVERY PARTNER • SPONSORSHIP • LONG-TERM PARTNER

NOVEMBER 2024



svpartners  
specialist accountants & advisors

# OVERVIEW

**SV Partners was appointed as the voluntary administrator of Isa Rodeo Limited on 21 October 2024 and will oversee the company's operations during this period.**

While 2024 did not meet attendance and financial expectations, the rodeo is a longstanding event that has been a significant economic driver for the Mount Isa and North West Queensland, supporting local businesses and bringing in significant revenue.

There is opportunity to leverage the unique event portfolio and deliver a successful Mount Isa Rodeo in 2025 and beyond.

The sport of rodeo, which includes the Indigenous Rodeo Championships, is at the heart of the event and celebrates a unique program of art, music, food, and culture.

Without the rodeo, the region risks losing a culturally significant event and major economic anchor.

*"At the heart of it, we do it to better the lives of our community, our City and our region."*

**MOUNT ISA RODEO**

# PURPOSE

**The purpose of this document is to identify potential event delivery partners and sponsors to be involved in a strong plan to reinvigorate the event, deliver returns, not just for the rodeo but for the entire region through sustained tourism and economic activity.**

Expressions of Interest are now open for all interested parties to become involved in the 2025 Mount Isa Rodeo under the following categories:

- Delivery partner
- Sponsorship
- Long-term partnership
- Board renewal

**The EOI period is open from 1 November to 15 November 2024.**

Some things to consider when submitting an Expression of Interest may include if the individual/business:

- promotes core values which align with those of the major event and City of Mount Isa and North West Queensland
- has a brand that positively aligns with the region and the Mount Isa Rodeo
- will provide benefit to the event in addition to the existing program.

## **SUBMIT YOUR INTEREST**

Submit your interest via email to [isarodeo@svp.com.au](mailto:isarodeo@svp.com.au) advising what you are interested in:

- Delivery partner
- Sponsorship
- Long-term partnership
- Board renewal



## THE OPPORTUNITY

**You're invited to become a strategic partner, sponsor, and supporter to help stage the southern hemisphere's largest rodeo.**

A week-long event of non-stop rodeo action in the arena, entertainment, outback traders, market stalls, kids' entertainment, sideshow alley, food and Rodeo Rock Concert. The Mount Isa Mines Indigenous Rodeo Championships is a stand-alone event that showcases the amazing talents of Indigenous Rodeo competitors and gives visibility to the stories of Australia's Indigenous Stockmen and Stockwomen.

**You can be part of reinvigorating the Rodeo that helps generate new economic activity and raises the profile of Mount Isa and Outback Queensland as the "Rodeo Capital of Australia".**

# THE ADMINISTRATORS' PROPOSAL FOR RENEWAL

The Mount Isa Rodeo is an iconic community event that for the past 65 years, has been delivered by a community focused entity.

This has evolved from its initial informal structure to the Mount Isa Rotary Rodeo Inc., and now via Isa Rodeo Ltd (the Company).

The opportunity now exists for the Company to renew its governance and business model to realign with its community roots.

## TRANSITION TO THE FUTURE

Since 2021, the Company has been responsible for the operational delivery of the week-long Mount Isa Rodeo.

To move forward, it is proposed the Company and the Board shift focus from the operational delivery to oversight of events provided by individual delivery partners.

By undertaking this pivot, it allows the Company to partner with community service organisations, the Mount Isa City Council and specialist delivery partners, who can focus on the operational delivery of key events.

The diagram below outlines the proposed operating structure.

## HOW THE FUTURE LOOKS



ISA RODEO LIMITED

DELIVERY PARTNER FOR QUEEN QUEST

DELIVERY PARTNER FOR RODEO HALL OF FAME BBQ

DELIVERY PARTNER FOR COMMUNITY EVENTS

DELIVERY PARTNER FOR INDIGENOUS RODEO

DELIVERY PARTNER FOR MOUNT ISA RODEO CHAMPIONSHIP

\*Diagram is for demonstration purposes only. Not all events are listed.

# EXPRESSION OF INTEREST

For the 2025 event to proceed, it's important to gain an understanding of how the event portfolio will be delivered.

The first step is to identify potential delivery partners, sponsors and alliances.

## 1. DELIVERY PARTNER

SV Partners is seeking Expressions of Interest from interested parties that want to take on responsibility of planning, managing, and delivering a number of the important events that occur during the rodeo.

Either as an individual, business, or community group, please nominate your interest in being a delivery partner for one or a number of the following events.

### COMPETITION EVENTS

- Mount Isa Rodeo
- Mount Isa Indigenous Rodeo Championship

### CULTURAL EVENTS

- Hall of Fame event
- Grand Entry
- Road to Rodeo
- Queen Quest

The delivery partner will bring expertise, resources, and support to the role. They will take responsibility for a wide range of services and may include logistics, staffing, equipment setup, technical support, and marketing.

## 2. SPONSORSHIP

Event sponsorship is a partnership where a company or organisation provides financial support, products, or services to an event in exchange for brand exposure and promotional opportunities.

Sponsorship has always been an important part of being able to successfully deliver the Mount Isa Rodeo.

In the past key sponsors have included Glencore, Bell & Moir Toyota, Ariat, and XXXX.

SV Partners is seeking expressions of interest from businesses of all sizes that may want to sponsor the 2025 event.



### 3. LONG-TERM PARTNERSHIP

**A long-term partnership is a commitment between two organisations to collaborate and achieve mutual goals.**

The Mount Isa Rodeo attracts more than 25,000 attendees, and millions of dollars of spend in the City of Mount Isa and Queensland. Long-term partners recognise the value this event brings to the community, and provide financial support and resources in return.

Mount Isa City Council has been a long-term partner and proud supporter of the rodeo for decades, recognising the mutual value creation.

Tourism and Events Queensland has been a long-term partner and see the significance of the Mount Isa Rodeo, driving the growth of the visitor economy in Outback Queensland.

SV Partners is seeking expressions of interest from long-term partners to make a commitment to 2025 and beyond.

### 4. BOARD RENEWAL

**The existing Board members will be stepping down from their roles and SV Partners are calling for suitably qualified people to fill a Board role as a representative of the Mount Isa Community.**

The suggested new Board structure is as follows:

- 5 Community Representatives
- 1 Representative from the Mount Isa City Council
- 1 Representative appointed by the Minister for Tourism; and
- 1 Representative appointed by the Naming Rights Sponsor.

Subject to the approval of creditors, the Constitution of the Company will be amended to embed the above structure, the requirement for a rolling Director renewal process, and independent appointment committee for future director appointments.



## HOW TO APPLY

Submit your interest via email to [isarodeo@svp.com.au](mailto:isarodeo@svp.com.au) advising what you are interested in:

- Delivery partner
- Sponsorship
- Long-term partnership
- Board renewal

In your email provide as much additional information as possible, such as:

- Details regarding the current business of the applicant including history of operation, products and services and area of operation
- The objectives of the business in seeking event sponsorship
- The nature of the partnership sought
- Best contact details for further discussions.

## NEXT STEPS

Once the EOI process has closed, SV Partners will review and document all the relevant information.

Submissions will be used to help understand the profile, structure, and potential of the 2025 Mount Isa Rodeo. This information will help inform conversations with potential delivery partners, sponsors, and long-term partners.



# MOUNT ISA RODEO

**LEGENDARY SINCE 1959**

In 1959, a group of people with passion and an intrinsic sense of potential formed the Mount Isa Rodeo.

Their vision was to put the new, remote town of Mount Isa on the map and raise funds for charity organisations in the new city. Through 60 years of whip-cracking vision and dedication, the Rodeo evolved into an event of legendary status.







**\$11.33M**

Total spend in QLD

**\$7.4M**

Total spend in Mount Isa



**\$120,000+**

Paid to charity partners  
and Mount Isa  
community groups



**87,625**

Visitor nights



**43,000+**

Facebook followers

**2000+**

Instagram followers

**8000+**

eDM database



**941**

Nominations



**25,500**

Total attendees



**\$23.7M**

Media publicity



**295,306+**

Web page views



**GOLD**

Mount Isa Mines Indigenous Rodeo Championships  
Festivals and Events category

**SILVER**

Mount Isa Mines Rodeo  
Major Festivals and Events category

# VISITORS



## BIG SPENDERS

Rodeo visitors are repeat attendees and big spenders.

- Over 40.4% are first timers, with a strong base of repeat visitors
- Nearly a quarter of visitors estimate spending more than \$2,000 while in Mount Isa
- 44% stayed 3-4 days
- Total spend by all attendees in Queensland \$11.13m
- Total spend by attendees in Mount Isa region \$7.73m

## THE RODEO'S GREATEST FANS

- 25 to 34 year olds represent nearly 25% of rodeo attendees
- Females, aged 30 to 49, really like the Mount Isa Rodeo, getting information from social media and website
- Family and friends, social media and website are primary sources of information
- Many travel as a couple, followed by family or group of friends

## WHERE THEY'RE FROM

Most attendees are from Queensland and so there is opportunity to enhance the global awareness of Mount Isa Rodeo to increase the number of interstate and international visitors.

## WHAT THEY LOVE

High on Mount Isa Rodeo fan interests are rodeos, music and camping, followed by food and wine, four-wheel driving and concerts.

*"I've spent five incredible days here from Melbourne. My review? Pure brilliance, entertainment and professionalism. I am beyond impressed."*

**MOUNT ISA RODEO ATTENDEE**

## ATTENDANCES



**25,448**  
TOTAL SPECTATORS

**1,075**  
COMPETITORS

**676**  
VOLUNTEERS

**1,911**  
ACCOMPANYING PEOPLE



**4**  
TOTAL NUMBER OF DAYS



**13,605**  
TOTAL NUMBER OF INDIVIDUALS

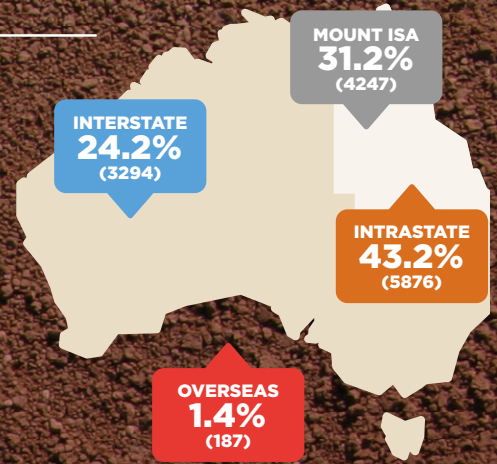
## VISITOR ORIGINS



### VISITOR NIGHTS

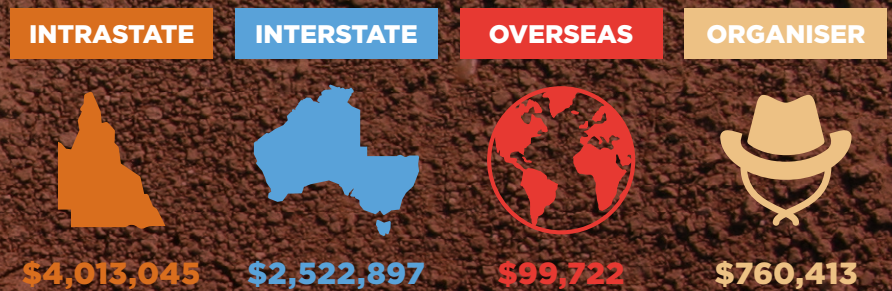
**87,625** QUEENSLAND  
Intrastate 53,653  
Interstate 32,741  
Overseas 1,231

**45,414** MOUNT ISA  
Intrastate 27,480  
Interstate 17,366  
Overseas 569

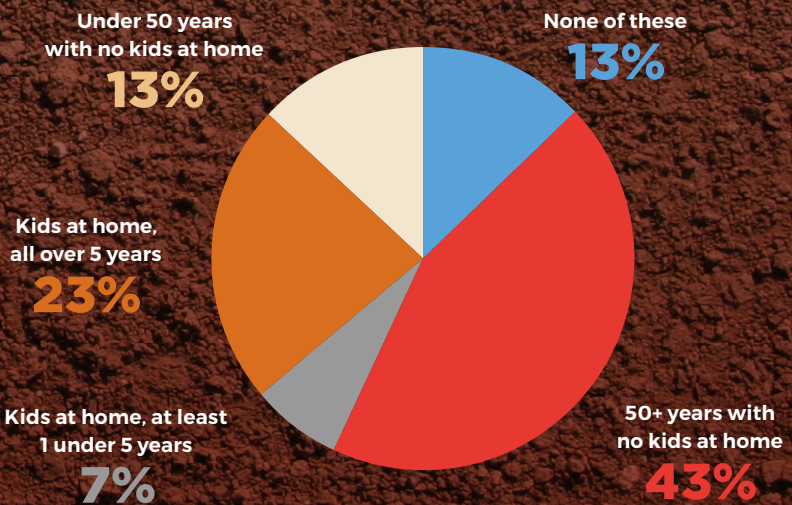


## ECONOMIC & TOURISM IMPACTS

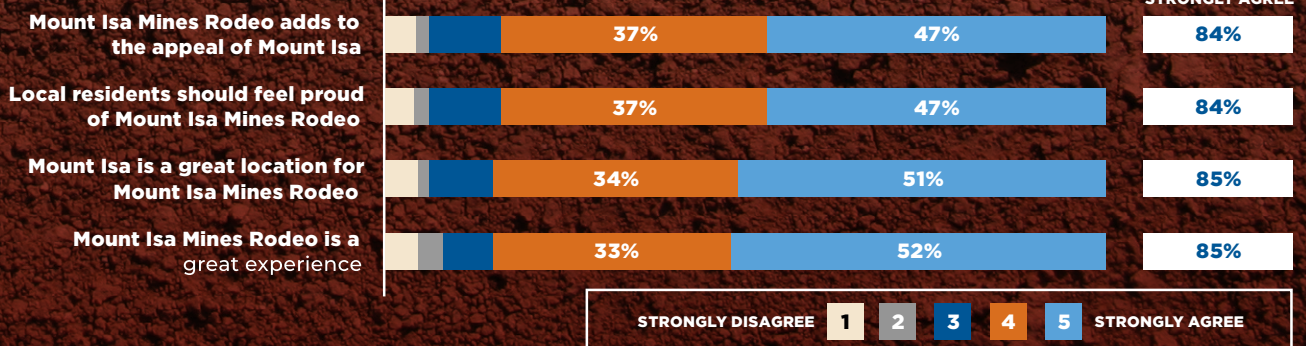
Total Direct and Incremental Expenditure for Mount Isa



## DEMOGRAPHIC PROFILE



## COMMUNITY PRIDE





**FIND OUT MORE**

For further information please contact  
[isarodeo@svp.com.au](mailto:isarodeo@svp.com.au)