

Saturday, 14 June 2008

### OUTBACK CATTLE DRIVE IS BACK FOR 2010

The Great Australian Outback Cattle Drive will return to South Australia in 2010, riding on the back of a new epic filmed in Australia's Outback.

The Federal Government announced today plans to jointly market *Australia* the movie from internationally renowned director Baz Luhrmann and featuring Nicole Kidman and Hugh Jackman.

"This film will showcase the beauty and brilliance of our Outback to the world," says State Tourism Minister Jane Lomax-Smith.

"We expect the film to generate greater interest in our Outback regions and we will ride on the back of that interest with The Great Australian Outback Cattle Drive in 2010.

"The Federal and State Governments have jointly committed \$1 million to support this event, which helps to position South Australia on the international stage.

"The Great Australian Outback Cattle Drive provides visitors an unrivalled opportunity to drive cattle on horse-back along historic stock routes in some of the State's most remote locations.

"The event positions South Australia as the gateway to the Outback, and motivates visitors from all around the world to experience the quintessential Australia.

"One of the key themes in *Australia* the movie is droving cattle across the Outback and this theme presents a unique opportunity for South Australia to promote its own Outback.

"The Great Australian Outback Cattle Drive is an ideal vehicle to further market our State at a time when the spotlight will be firmly on Australia.

"Now that funding is confirmed, plans for the 2010 event will begin to determine the best location and dates, taking into consideration the drought that is still ongoing in many remote Outback areas."

The Great Australian Outback Cattle Drive will be a partnership between the South Australian and Federal Governments, staged in close collaboration with regional communities, including traditional landowners and pastoralists who will be a critical component to the success of the next event.

The 2007 Great Australian Outback Cattle Drive sold out with 302 saddles sold. 15% of visitors traveled from overseas, 56% from interstate and 29% from around South Australia, generating more than \$8 million in media editorial coverage.

Details of the next The Great Australian Outback Cattle Drive will be published online at [www.cattledrive.com.au](http://www.cattledrive.com.au) when available.