



OUTBACK QUEENSLAND MASTERS SELLS OUT AHEAD OF ITS 2021 TEE-OFF!

The richest and most remote amateur golf tournament globally, the 2021 Outback Queensland Masters has sold out ahead of tee-off in just its second year. And hot off the digital press is the announcement of entertainment, including Busby Marou, Casey Donovan and Casey Barnes with more to come.

Innovative, ground-breaking, inclusive, fun, and creative is how the event was described by 2020 Australian Event Awards judges where it won the Best New Event category.

Running over six weekends from June 19 to July 25, the 2021 Masters spans an epic 1,900 km across Queensland with competitions in six towns. It is an extraordinary journey through the landscapes, legends, and hospitality of Outback Queensland.

Offering the world's largest amateur golfing prize pool, a win here would be a life-changing opportunity for an amateur golfer. It's no surprise that the competition's million-dollar hole-in-one challenge and multiple \$10,000 hole-in-ones have captured their imagination and dreams.

Players have embraced the Outback competition with solid demand for the hottest event tickets, the All-inclusive Player Pass and All-inclusive Spectator Pass. This provides entry into all six contests.

Premier Annastacia Palaszczuk said more than more than 1,000 players from across Australia will compete in the event, which begins on June 19 at Biloela.

"The Queensland Government, via Tourism and Events Queensland, created this unique event in 2019 in partnership with Golf Australia, to showcase Queensland's world-class Outback experiences and drive visitors to the region," the Premier said.

Tourism and Sport Minister Stirling Hinchliffe said the event was on par to bring great outcomes to the host Outback towns.

"The Outback Queensland Masters demonstrates the important role events play in driving visitors to our region, and the ongoing legacy created by events that are homegrown and uniquely Queensland," Mr Hinchliffe said.

"This event provides participants with the perfect opportunity to get out and experience a number of Outback Queensland destinations.

"In 2019, the event resulted in more than 3,800 visitor nights contributing more than \$1.4 million to the outback economy.

"This year, the event is expected to contribute more than 5,000 visitor nights for Outback Queensland – a strong increase from 2019.



"I encourage participants to make the most of the many unique experiences during their stay, from rugged national parks and stunning gorges to World Heritage-listed fossil fields, historic towns and iconic pubs.

Golf Australia's Queensland State Manager Luke Bates, said he was delighted that the team's work was rewarded with a sell-out success and for those lucky enough to have secured tickets, live entertainment has just been confirmed, with more to be announced.

"We are extremely excited to also announce live entertainment at this year's Outback Queensland Masters will include Queensland favourites, Busby Marou performing live in Biloela, leading Australian singer Casey Donovan in Quilpie and country-pop/rock star, Casey Barnes in Longreach."

"We would especially like to thank our strategic partners Tourism and Events Queensland, the Queensland Government, who supported the event through the Year of Outback Tourism Events Program, and PGA of Australia," Bates said.

"Support from local golf clubs and their members who so eagerly embraced the masters has been integral to this success. It could not have been staged without assistance from Banana Shire Council, Murweh Regional Council, Blackall Tambo Regional Council, Flinders Shire Council, Quilpie Shire Council and Longreach Regional Council."

Andrew Martin, Chairperson, Outback Queensland Tourism Association (OQTA), said the Outback Queensland Masters enables visitors genuinely to connect with locals through their shared love of golf.

"The sell-out is a great boost to Outback Queensland tourism. As Mayor of Blackall Tambo, I was heartened to see this was the first location to sell out. I hope it is an indication of record-breaking Outback visitation for 2021."

INTERVIEW OPPORTUNITIES

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HIGH RESOLUTION IMAGES

<https://www.dropbox.com/sh/broptejvky3yf7l/AACg0CM20zUcobrzcYNfnUB3a?dl=0>

OUTBACK QUEENSLAND MASTERS PROGRAM

The Outback Queensland Master's program kicks off with a Saturday morning breakfast on June 19 at Biloela Golf Club, followed by the official tee off.

The competition includes nine holes on Saturday and Sunday, with breakfast and lunch. On Saturday evening, golfers and their partners dine under the stars of the Milky Way entertained by award-winning entertainment.

After continuing through four more centres, it concludes with a three-day tournament (Friday, Saturday and Sunday) in Longreach with the Million Dollar Hole-in-One on Sunday. To compete in the Million Dollar Hole-in-One, players must first have competed in two previous locations.

To give back and provide opportunities for young people in Outback Queensland, PGA professional Darren Weatherall will hold free junior golf clinics for local children at each location.

The inaugural 2019 Outback Queensland Masters attracted competitors and spectators from all over Australia. Numbers for the 2021 series are capped at each location to ensure a quality experience for all participants and spectators.

A waitlist has begun for those who missed out on tickets for the 2021 event. Interested players and spectators should contact the Outback Queensland Masters team via www.outbackqldmasters.com.

The big question is who will win the million-dollar hole-in-one in 2021? Follow the five warm-up opportunities with \$10,000 hole-in-challenges in Biloela, Charleville, Quilpie, Blackall, and Hughenden, to discover the leaders.

2021 EVENT SCHEDULE

Event 1: Biloela – June 19 & 20

Event 2: Charleville – June 26 & 27

Event 3: Quilpie–July 3 & 4

Event 4: Blackall – July 10 & 11

Event 5: Hughenden – July 17 & 18

Event 6: Longreach – July 23, 24 & 25



CALL TO ACTION

Website www.outbackqldmasters.com

Email address: experience@outbackqldmasters.com

72 WORD SNAPSHOT

The ultimate golfing road trip for amateur golfers, the 2021 Outback Queensland Masters, is a sell-out before its June tee-off!

A million-dollar hole-in-one challenge and multiple \$10,000 hole-in-ones have enticed players looking for a life-changing win to explore the Outback.

Presented by Golf Australia in partnership with TEQ, Australia's most remote golf series runs in 6 outback towns with dining and live entertainment.

Join the ticket waitlist at www.outbackqldmasters.com

2021 EVENT TRAILER

<https://www.dropbox.com/sh/jtw1bgig0r87oyt/AABMv-eVGHuHcu8bQc5xAp7xa?dl=0>

SELF-DRIVE ITINERARIES*

<https://www.outbackqldmasters.com/self-drive-itineraries/>

(*Link to map artwork & images below)

2021 ESSENTIAL POCKET GUIDE

<https://www.outbackqldmasters.com/wp-content/uploads/2020/06/2021-OQM-Pocket-Guide.pdf>

VISITOR INFORMATION

<https://www.outbackqldmasters.com/visitor-info/>

SELF-DRIVE ITINERARY // MAPS

<https://www.dropbox.com/sh/zqpi70h6r6htvfs/AADleJYP2sx9wvYcVnrcgrqGa?dl=0>

SELF-DRIVE ITINERARY // IMAGES

<https://www.dropbox.com/s/wyftmo7kios43tq/OQM%20Itinerary%20images.zip?dl=0>

INVITATION VIDEOS FROM CHARLEVILLE + LONGREACH LOCALS

<https://www.dropbox.com/sh/rwue4370k507j92/AAAJVOTfuYB8HI8qK3ujNIja?dl=0>