



**HARBOUR IT**  
**Coonamble Rodeo & Campdraft**  
**Coonamble Showground**  
**6-8 June 2009**  
**[www.coonamble.org/rodeo](http://www.coonamble.org/rodeo)**



2/3/2009

## **2009 Rodeo Committee Announced & Sponsorship Pack Launched**

This year promises to be an exciting one for the Coonamble Rodeo & Campdraft. With the announcement late last year that the event has been selected as a Regional Flagship event by Tourism NSW comes \$10,000 in promotional and Marketing funding that will be used to bring a larger than usual tourism crowd to the event. The real benefit to the Rodeo has been the increased publicity through Tourism NSW and Tourism Australia and there have already been a number of international bookings from Europe. Publicity Officer for the event, Steve Baldwin, says that along with TV advertisements, newspaper, magazine features and regional radio advertising the funding will be used for a new web site and other long term projects. We've already confirmed advertising in the RM Williams Outback Magazine, XP Traveller and commenced work on the new website. You'll certainly see a lot more promotion this year with this support from the State Government and this is great for our sponsors.'

The Annual General Meeting of the association was held on Tuesday 17<sup>th</sup> February. David Burtenshaw was elected unopposed as president with the vice-presidents Paul Wheelhouse, Brad Shields, James Connor, Paul Colwell & Jim Hiscock. Michelle Shields is the new Secretary with Helen Rackham as Treasurer and Steven Baldwin the Publicity Officer. Debbie Holland is the Campdraft Secretary and Donna Burtenshaw is the Junior Secretary.

One of the key changes this year following feedback from 2008 was the need to get the full program out earlier than in the past. The committee has agreed that this will be inserted in the April edition of the Rodeo and Campdraft magazine and go live on the website from 1<sup>st</sup> April rather than the May/June edition in previous years. Due to this it's really important that local sponsors let us know soon if they would like to be part of the 2009 event so we can ensure their business is promoted across all our activities. The sponsorship pack has just been launched and can be downloaded from our web site.

The meeting also confirmed that the National High School Rodeo finals will be held in Coonamble on the 2<sup>nd</sup> & 3<sup>rd</sup> May this year.

For further media information:  
Publicity Officer on (0408) 824 179  
For latest details and event information visit our web site:  
[www.coonamble.org/rodeo](http://www.coonamble.org/rodeo)

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**Tourism New South Wales**