



AUSTRALIAN STOCKMAN'S **HALL OF FAME**

NEWSLETTER
AUGUST 2025



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CEO *notes*

WELCOME TO THE ASHOF NEWSLETTER

Dear Members,

On behalf of the Board of Directors and the team, we would like to express our sincere gratitude for your support.

Your commitment enables us to preserve Outback stories, run engaging exhibitions and shows, and continue community sponsorships. We are proud of our achievements together and excited for the future.

At the ASHOF, we've been working hard to keep the stories of our past alive while ensuring they resonate with today's visitors. By introducing new storytelling technologies, we've been able to connect with younger generations in ways that feel fresh and engaging—while still staying true to the authenticity of our history.

Our live shows have always been at the heart of what we do, and this year has been no exception. The Outback Stockman Show not only brought visitors unforgettable experiences here at ASHOF, but also travelled far and wide—performing in 38 locations across Australia during the 2024/25 season. Closer to home, more than 180 live shows lit up our own arena throughout the season, creating special memories for audiences from near and far.

Behind the scenes, we've continued to be mindful of how we operate, keeping a close eye on costs like wages, electricity, and supplies. This careful management ensures that we can continue to offer high-quality experiences without compromising on value.

Our relationships with the tourism and agricultural sectors remain a cornerstone of our success. These partnerships not only support our day-to-day operations but also help us build a sustainable future for ASHOF and the communities we serve.

The ASHOF Campdraft has truly become a highlight of the year. Growing bigger and better with each season, it now attracts competitors from every corner of Australia. Thanks to the incredible support of sponsors and industry partners, the event is more than just a competition—it's a celebration of the skill, spirit, and dedication of our stockmen and stockwomen, and a wonderful way for us to stay connected with the rural community.

Warm regards,
Lloyd Mills CEO



“THE HEART OF THE OUTBACK: EXCEPTIONAL STORIES, EXCEPTIONAL EXPERIENCES”

The Australian Stockman’s Hall of Fame continues to deliver an exceptional experience by honouring the resilience, ingenuity, and spirit of the men and women who shaped life in the outback. Since its foundation, the Hall has been dedicated to preserving and celebrating the stories of pioneers, drovers, and pastoral families who endured the harshest of landscapes to build a way of life unique to Australia. Today, that legacy is brought to life through state-of-the-art exhibitions, immersive storytelling, and interactive displays that capture the imagination of visitors from across the world.

At the heart of the experience is the commitment to telling stories that matter. Every gallery has been carefully designed to connect audiences with the human experiences of the bush—its triumphs, hardships, and the sense of mateship that defined our rural communities. From tales of drovers driving cattle vast distances across unforgiving country, to the pioneering women who sustained families in isolation, the exhibits give voice to those whose courage and determination shaped the nation. Visitors don’t just read about history—they experience it through engaging multimedia, personal artefacts, and cinematic presentations that bring the past to life.

The Hall has embraced modern storytelling technologies without losing sight of authenticity. Interactive touchscreens, soundscapes, and digital projections allow younger generations to engage with history in ways that feel relevant and exciting.

Yet, every detail remains firmly rooted in the true experiences of the people it represents, ensuring accuracy and respect for Australia’s cultural heritage. The balance of innovation and authenticity makes the Hall both a museum of national significance and an unforgettable experience for visitors.

Ultimately, the Australian Stockman’s Hall of Fame remains more than a museum. It is a place of storytelling, pride, and connection—where past and present meet.

By continuing to innovate while safeguarding authenticity, the Hall delivers an exceptional experience that honours our pioneers and drovers, inspiring future generations to value and cherish the heritage that defines Australia.

WHAT'S NEW



The Australian Stockman's Hall of Fame has commenced its habitat improvement efforts with the planting of a stunning entrance boulevard of Queensland Bottle Trees.

This iconic native species not only enhances the visual appeal of the site, but also marks the first step in a broader rewilding initiative aimed at restoring natural landscapes and celebrating the unique flora of the Flora of Outback Queensland.



For 2025, ASHOF's Solar initiative is a significant step toward a more sustainable and energy-efficient future.

This 295kWp renewable energy solution offers multiple key benefits. With projected annual savings of over \$104,000, The system pays for itself in under five years, delivering long-term financial benefits.

The system will reduce carbon emissions by 64% annually.

GALLERIES AT A GLANCE

