

# DENI UTE MUSTER

THE ICONIC AUSTRALIAN FESTIVAL



**123K**

Followers  
as of May 2021



**36.1K**

Followers  
as of April 2021



**48K**

Email Subscribers  
as of May 2021



**OCTOBER 1ST & 2ND 2021**

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# FESTIVAL HISTORY

The Deni Ute Muster was established in 1999 with a vision to put Deniliquin on the map. In doing this, the ute was the focus of a world record attempt, attracting 2,839 utes in its first year. Now going into its 23rd year, the Deni Ute Muster annually attracts up to 20,000 people from all corners of Australia.

Australia has long desired an event that offers patrons a truly authentic experience and the Deni Ute Muster has become a “must attend event”, and a “rite of passage” for Australians from all over the country. The Deni Ute Muster provides an experience like no other as it is quintessentially Australian and extremely unique in relation to the way Australians love to live and the outback way of life. In recent times the Deni Ute Muster not only attracts ute enthusiasts but all vehicle lovers and families across the nation.

Played out on the largest, flattest plains on earth the Deni Ute Muster is proudly recognised as one of Australia’s premier rural events that encapsulates the diversity, tradition and vibrancy of outback Australia. Each year, the Deni Ute Muster attracts international superstars and legendary Australian artists who take over the main stage and entertain tens of thousands of people across the two-day event.

The 2021 Deni Ute Muster will be held on the NSW Labour Day Long Weekend, the 1st and 2nd of October 2021.



## Who we are

We are a dedicated team of event specialists, that includes a volunteer board of business savvy directors that work tirelessly year in, year out, to ensure our patrons have the time of their lives at an event like no other. As well as this, we pride ourselves on exceeding our sponsor and partner expectations as well as working together to ensure our event grows in its many facets.

The Deni Ute Muster attracts up to 1,000 volunteers annually.

“Our volunteers don’t necessarily have the time, they have the heart”. Our hard-working volunteers assist us in a variety of ways including in the lead up to our festival and across the festival weekend.

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# EVENT DETAILS

## BACKGROUND

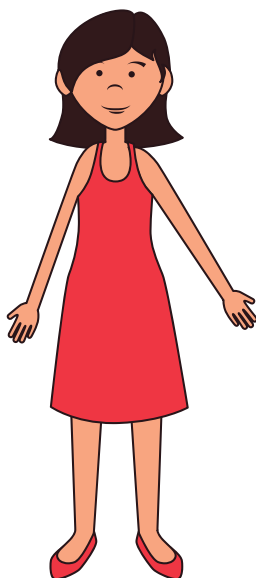
The Deni Ute Muster is a nationally recognised event that attracts thousands of people from all over Australia. Each year we engage international and iconic Australian musicians to headline the world record holding festival.

## TARGET AUDIENCE



Males and Females aged 18-35 with a small disposable income.

**F**  
**55%**



**M**  
**45%**



## SECONDARY TARGET AUDIENCE

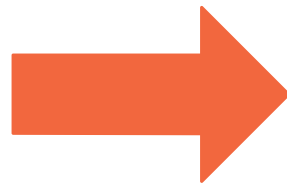
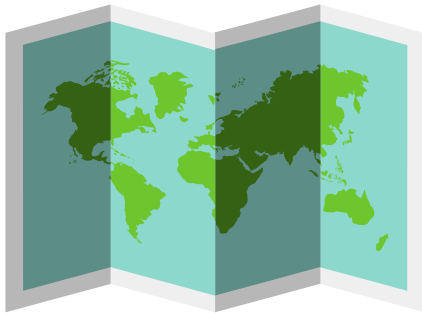


- Young Families with small disposable incomes.
- Retirees aged 60-65 with small disposable incomes.

# 2019 EVENT STATISTICS



**20K  
ATTENDED  
IN 2019**



20% of attendees were from the Murray/Riverina Region.



58% travelled to us from interstate.



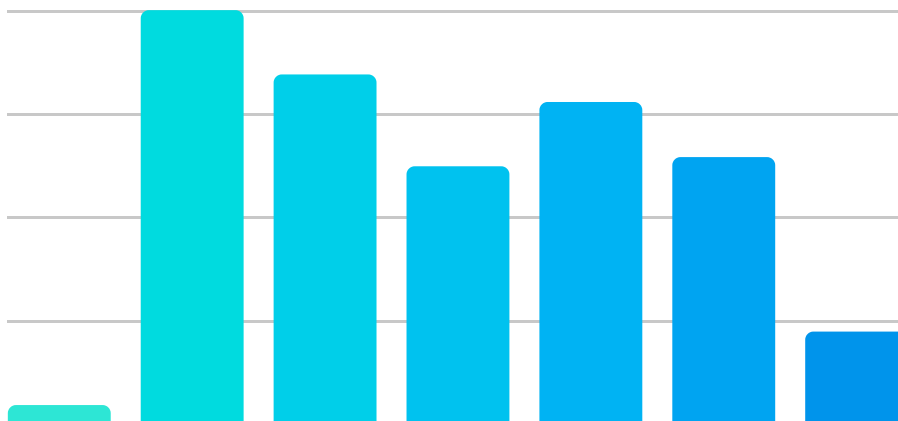
21% were from other regions in NSW.



1% came from overseas.



61% new attendees.



Under 18    18 to 21    22 to 25    26 to 30    31 to 40    41 to 50    Over 50

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# WORLD RECORDS

At the core of the festival is the World Record Ute Count and Blue Singlet Count. People from all over Australia come to take part in these truly unique traditions at our event.

## The World Record Ute Count

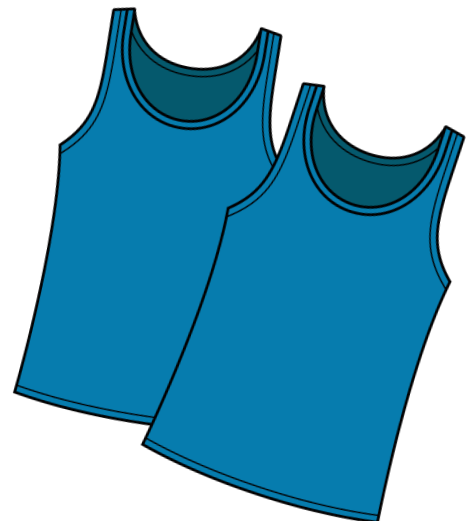
Every year we count how many utes come into our famous festival site. Our highest standing record is **9,736** utes! Imagine if we counted all the cars and caravans as well.



## The Blue Singlet Count

The Blue Singlet Count has the highest attendance out of the entire entertainment schedule at our festival. Our patrons absolutely LOVE this 16 year old tradition, which started in 2004.

To take part all you need to do is wear our signature blue singlet and make sure you arrive at the Blue Singlet Count on Saturday the 2nd of October at 1pm at the Main Stage.



We entertain our patrons at this event with a live MC and bands.

In 2019, a new Blue Singlet Record was set with a count of **3,972**



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# WORLD CLASS MUSICIANS

The festival was started to celebrate the authentic culture of rural Australia. But, in order to entertain festival goers there needed to be more than just activities that showcased country NSW. This is where our world class musicians came in. At our first festival held in 1999, the legendary **Lee Kernaghan** played his heart out to his biggest fans.

Since then, we have attracted the creme de la creme of country music artists from all over the world. In 2021 our event is being headlined by an All Australian line up including **The Angels and John Williamson**, just to name a few. For a festival held in a small country town we have been blessed to have musical icons set foot on our unique reddish brown soil.

Keith Urban

Tim McGraw

Alan Jackson

Living  
End



Morgan  
Evans

Carrie  
Underwood

Cold Chisel

Ice House

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# FESTIVAL ARENA

The Deni Ute Muster's Festival Arena is full of goodies for all age groups. We have a large variety of entertainment options and activations. These range from the **Dinkum Dinosaurs**, a **Carnival Corner** and **Iconic Bluey & Bingo Stage Show**, **Bogan Bingo**, and **Camel rides**.

If you like good food, you're coming to the right event. We handpick all of our catering sites, expect to tantalise your tastebuds with selections from all over the world. Shopping, don't worry - we've got you covered. Our trade sites stock everything from camping equipment, clothing, to stickers for your Ute.

Whip  
Cracking

Wood  
Chopping

Driving  
Comps

Bull Ride

Ute  
Show n Shine



Helicopter  
Flights

Carnival  
Corner

Tradie  
Challenge

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# FESTIVAL OVERVIEW



- We have been operating for 23 years
- The Deni Ute Muster is held on the NSW Labour Day Weekend every year
- The 2021 festival will be held on Fri the 1st and Sat the 2nd of October
- The festival site camp grounds will be open from midday Thurs the 30th of September
- The Festival Arena will open at 8:00am on Fri the 1st and Sat the 2nd of October
- The Festival Arena will close at 11:30pm on Fri the 1st and Sat the 2nd of October
- We have 12 hours of continuous music on each day across 4 different stages
- We have 16 hours of around the grounds entertainment
- 12 Artists will play on our Main Stage in 2021
- Hot showers and toilets are provided for our patrons. As well as disabled toilets and showers.
- Patrons are allowed to bring in a camp fire, food and alcohol to be consumed in the camping areas
- There are five bars on our site
- We are blessed with 1,000 volunteers that bring our festival together every year
- Security, fire fighters and police patrol our site continuously
- We use RFID wristbands
- There is a 24 hour medical team on site
- A bus service operates from various locations in Deniliquin to our festival site



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## OUR WONDERFUL TEAM

The Deni Ute Muster is brought to you by 3 full-time, 2 part-time and 1 casual staff members.

Girl power at its BEST



**Rebecca Rae**

**Finance Administration  
Officer**

Beck is our number cruncher, our very own finance and admin guru! Beck spends half of her week in the Muster HQ organising our finances and making sure we are a well-oiled machine. She is also responsible for raising twin boys, two horses, two dogs and two cats – WOAH! Beck is a MASSIVE country music fan and has a huge say in the line up for our Day Stage. Her current playlist is dominated by Kelsea Ballerini, Chris Young and Lady Antebellum.

**[finance@deniutemuster.com.au](mailto:finance@deniutemuster.com.au)**

**Vicky Lowry  
General Manager**

Vicky is the heart behind our festival, she is the boss lady at our Muster. Vicky goes above and beyond to make sure everyone has a safe and fun festival. Vicky has a wealth of experience across multiple fields and has helped activate six Musters. She is responsible for over seeing all things Muster including our awesome line-ups, sponsorships and the gazillion jobs that need doing behind the scenes. When Vicky is not at work, you will find her spending time with her family and spoiling her grandkids. She has a love of arts and has spent five years in this field of study, a fabulous gardener, a great shopper and a savvy traveller.

**[gm@deniutemuster.com.au](mailto:gm@deniutemuster.com.au)**

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**Amanda Lolicato**  
**Around the Grounds Coordinator**

Amanda is our in-house foodie. She makes sure your palates are delighted with her hand-picked catering sites. Her role involves organising all the entertainment, trade and catering in our Festival Arena.

Her research skills would make the Analysts at Google envious. She loves the outdoors and travelling. When she isn't at work she is either cooking up a feast for her friends and family or spending time on the Mighty Murray boating or floating with a beer in hand.

**[atg@deniutemuster.com.au](mailto:atg@deniutemuster.com.au)**

**Katie Danckert**  
**Info & Merchandise**

Katie is an avid shopper, so it makes sense her role revolves around organising the Muster Merch and getting your goodies to you on time. She is super bubbly and loves a chat, if you've called or emailed the Muster HQ you would have most definitely spoken to her. All your questions relating to our festival and ticketing are handled by her. Katie is dedicated to making sure all your Muster needs are met and you have one hell of a time at the festival!

**[info@deniutemuster.com.au](mailto:info@deniutemuster.com.au)**



**Charlotte Wade**  
**Marketing and Media**  
**Coordinator**

Our newest recruit Charlotte has spent 3 years studying Events Management and Marketing. After doing an internship with the Ute Muster she waited for her dream job, lucky for her a position arose. She handles all our social media content, marketing and works effortlessly promoting our event. When Charlotte isn't in the office she is in the gym, walking her dog Bear and brunching with friends.

**[media@deniutemuster.com.au](mailto:media@deniutemuster.com.au)**

**Zara Mcgrath**  
**Administration**

Zara has been apart of the staff for several years now. She knows the event like the back of her hand. From organising volunteers, to assisting the General Manager. If your ever in trouble she is our in house problem solver. When Zara isn't in the office she is hanging out with her kids and helping out on the family farm.

**[admin@deniutemuster.com.au](mailto:admin@deniutemuster.com.au)**

**Muster HQ**

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