



ZAC BROWN BAND

- U S A -

JACKSON DEAN

-USA-

JOHN WILLIAMSON

"55 YEARS - MY TRAVELLIN' DAYS ARE DONE!"

KASEY CHAMBERS | TROY CASSAR-DALEY

THE WOLFE BROTHERS KAYLEE BELL

LANE PITTMAN MAX JACKSON

WADE FORSTER HOMEGROWN TRIO

FURNACE AND THE FUNDAMENTALS

HOST: AMBER LAWRENCE

OCTOBER 3-4 2025

TICKETS ON SALE NOW

DENIUTEMUSTER.COM.AU



135K

Followers



49.7K

Followers



26K

Email Subscribers

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 27th 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 2025 Deni Ute Muster will be held on the NSW Labour Day Long Weekend, Friday 3rd & Saturday 4th October



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.

EVENT DETAILS

BACKGROUND

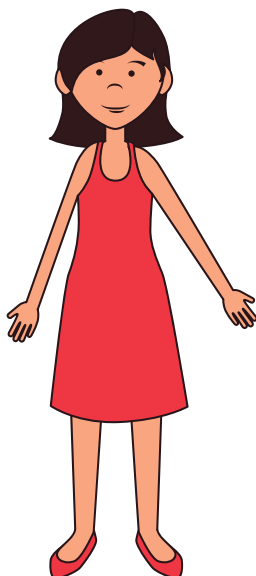
The Deni Ute Muster is a nationally recognised event that attracts thousands of people from all over Australia and internationally. Each year we engage international and iconic Australian musicians to headline the world record holding festival.

TARGET AUDIENCE



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

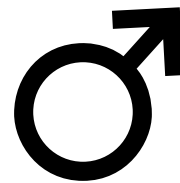
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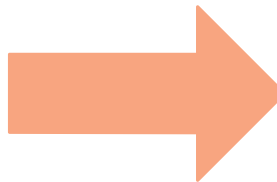
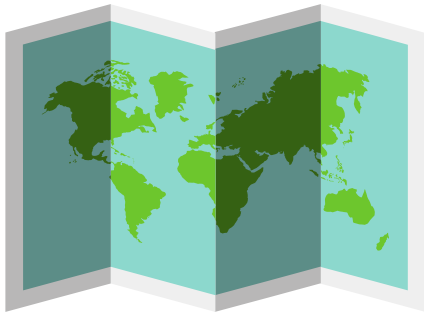
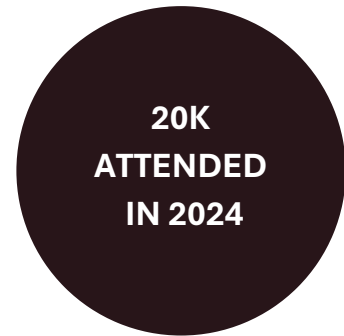


SECONDARY TARGET AUDIENCE



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

2024 EVENT STATISTICS



64% travelled to us from interstate.

35.8% were from regions in NSW.

5 International Tickets came from overseas.

29.52% were first time attendees.

Primary Customers (Age)

18-21 16%

22-25 12.82%

26-30 12.38%

31-40 21.15%

41-50 21.72%

Over 50 15.93%

FAMILY FRIENDLY

Adults 73.90% Juniors 13 - 17

9.24%

U/13 16.86



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

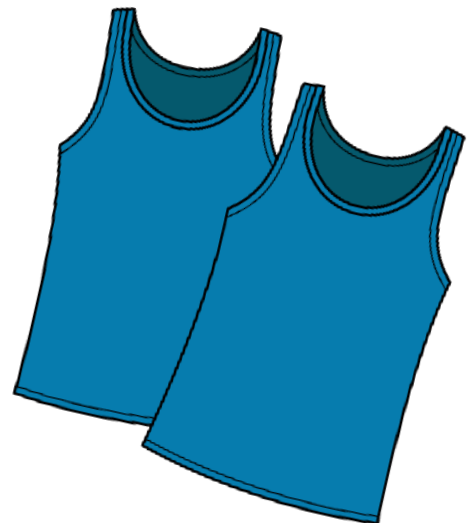
Every year we count how many utes come into our famous festival site. Our highest standing record is **9,736** utes! Imagine if we counted all the cars and caravans as well.



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 20 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 4th of October at 1pm at the Main Stage.



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

In 2023, a new Blue Singlet Record was set with a count of **4,367**



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.

Keith Urban

Tim McGraw

Alan Jackson

Living
End



Morgan Evans

Carrie
Underwood

Cold Chisel

Brad
Paisley

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

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

FESTIVAL OVERVIEW



- We have been operating for 27 years
- The Deni Ute Muster is held on the NSW Labour Day Weekend every year
- The 2025 festival will be held Friday 3rd & Saturday 4th October
- The festival site camp grounds will be open from 8am Thurs the 2nd October
- The Festival Arena will open at 8:00am on Friday 3rd & Saturday 4th October
- The Festival Arena will close at 11:30pm on Friday 3rd & Saturday 4th 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 2025*
- Hot showers and toilets are provided for our patrons. As well as accessible toilets and showers. We also have a accessible toilet and shower with a hydraulic lift and change table.
- 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

OUR WONDERFUL TEAM

The Deni Ute Muster is brought to you by 8 staff members



Rebecca Rae

Finance Administration Officer

Beck is our finance and admin superstar — the one keeping our books balanced and our operations running smoothly! She spends part of her week at Muster HQ, making sure everything adds up and the team stays on track. But her organisational skills don't stop there — Beck is also a proud mum to twin boys and caretaker of a small zoo: two horses, two dogs, and two cats!

A die-hard country music fan, Beck plays a big role in shaping the Day Stage line-up. Her current playlist? Packed with Kelsea Ballerini, Chris Young, and Lady A on repeat!

finance@deniutemuster.com.au

Vicky Lowry **General Manager**

Vicky is the driving force behind our festival — the ultimate boss lady of the Muster! With a wealth of experience across a range of industries, she goes above and beyond to ensure the event is not only safe but packed with fun for everyone. Vicky

has played a key role in bringing many Musters to life, overseeing everything from epic line-ups and major sponsorships to the countless behind-the-scenes tasks that keep the festival ticking.

When she's off the clock, Vicky treasures time with her family and loves spoiling her grandkids. She's passionate about the arts, having spent five years immersed in study, and is also a green-thumbed gardener, expert shopper, and seasoned traveller.

gm@deniutemuster.com.au



Amanda Lolicato

Around the Grounds Coordinator

Amanda is our resident foodie and flavour queen, carefully curating the catering options to keep your taste buds happy! She's the mastermind behind the entertainment, trade, and catering in our Festival Arena — and when it comes to research, she's got skills that would put a Google analyst to shame.

When she's not in event mode, Amanda's juggling life as a busy mum of three. She loves the outdoors, cooking up epic feasts for family and friends, and spending time on the Mighty Murray — boating, floating, and enjoying a well-earned beer in hand.
atg@deniutemuster.com.au



Katie Danckert

Info & Merchandise

Katie's love for shopping makes her the perfect fit for all things Muster Merch! She's the one behind the scenes making sure your goodies are sorted and delivered right on time. Known for her bubbly personality and love for a good chat, chances are if you've called or emailed Muster HQ, you've already met her!

From answering your festival and ticketing questions to making sure everything runs smoothly, Katie is dedicated to ensuring your Muster experience is seamless — and unforgettable!
info@deniutemuster.com.au



Charlotte Wade

Marketing and Media Coordinator

Charlotte holds a degree in Events Management and Marketing and first joined the Muster team as an intern in 2019 — it didn't take long before she officially became part of the crew! She's now the creative force behind our social media, marketing and sponsorships, working tirelessly to promote the event and support our valued partners.

When she's not in the office, Charlotte is a busy mum to one, squeezing in time for gym sessions, camping by the river, and catching up with friends over brunch.

media@deniutemuster.com.au

Ellen Hay

Around The Grounds Coordinator

Ellen brings a wealth of experience from the Tourism and Hospitality industry and plays a key role in supporting the Around The Grounds program alongside Amanda. She's always on the lookout for unique, fun, and quirky activations to bring even more excitement to our festival experience.

A coffee lover at heart, Ellen is known for her sunny personality — and her mission to escape the chilly Deni winters in search of warmer weather!

atg@deniutemuster.com.au





Lauryn Bond
Around The Grounds Coordinator

CLauryn is one of the newest members of our team, working in the Around The Grounds space to help bring exciting experiences to life. A former chef and proud mum of two, she brings a creative flair and calm approach to everything she does. Lauryn loves the outdoors and is soaking up every moment of her first Muster adventure!

atg@deniutemuster.com.au

Ashlee Harvey
Volunteer Coordinator

Ashlee plays a key role in our admin and volunteer team, helping keep things organised behind the scenes and supporting our amazing volunteer crew. A dedicated mum of two, she brings patience, positivity, and a big heart to the Muster family.

admin@deniutemuster.com.au



Muster HQ

Deniliquin Festival Site Conargo

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Deniliquin

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