



MEDIA RELEASE

20th January 2025

Paroo Shire Council Launches “The Great Outback Treasure Hunt”.

It is with great excitement that Council announces the upcoming Great Outback Treasure Hunt, an exhilarating two-day event set to take place on the 5th and 6th of April 2025. This adventure promises to bring participants from all walks of life to the heart of South West Queensland, showcasing the unmatched beauty, resilience, and spirit of the Paroo Shire.

Designed to support local businesses, boost tourism, and foster community inclusion, this annual event is more than a fun-filled escapade. It's an opportunity to make a lasting economic and social impact in our region, which has faced significant challenges in recent years, including the effects of drought. The Great Outback Treasure Hunt is proudly supporting the Royal Flying Doctor Service (RFDS) (Queensland Section), an organisation integral to the health and wellbeing of remote communities like ours. Proceeds from this event will directly benefit the RFDS, ensuring they can continue their vital work across the outback.

Over two days, teams will navigate outback-inspired challenges, explore iconic local landmarks, and experience the hospitality of our Shire. From the Cunnamulla Fella Statue to Yowah's opal fossicking fields, the event will highlight the natural and cultural treasures that make our region unique. Along the way, participants will camp under the stars, strengthening connections with both the land and each other. The event also serves as a platform for community inclusion, inviting people of all abilities and backgrounds to join in the adventure. We are committed to ensuring that everyone feels welcome, whether they're locals or visitors from afar.

Economically, the Great Outback Treasure Hunt will inject much-needed revenue into our local businesses, from accommodation providers and fuel stations to cafes and artisans. It is also expected to extend our tourism season, attracting visitors who will not only compete but stay, explore, and fall in love with our region. This initiative underscores our commitment to improving liveability and creating new opportunities for our residents. By bringing the community together in a celebration of resilience, mateship, and adventure, we're creating a legacy that will benefit Paroo Shire for years to come.

Council extends a heartfelt thanks to our sponsors, including Lowes Petroleum, Sunwater, RACQ and Ergon Energy Network, whose support has made this event possible. Your contributions are helping us achieve something truly special for our region.

Registrations are now open, and I encourage everyone to get involved. Whether you're competing, volunteering, or cheering from the sidelines, your participation will make a difference.

Join us for an unforgettable adventure and help us showcase the Paroo Shire at its finest.

Flyer attached:

<https://www.facebook.com/OutbackTreasureHunt>

<https://www.eventbrite.com.au/e/great-outback-treasure-hunt-tickets-1075425770429>

Registrations close 1st March 2025.

For media enquiries, please contact:

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