



AUSTRALIA'S LONGEST SHORTCUT



OUTBACK WAY FORUM 2024



LEGEND

- ART TRAIL POINT OF INTEREST
- START / FINISH POINTS / APP TOURS
- ATTRACTION / PLACE OF INTEREST
- PARKING / REST BAY
- ROADHOUSE / FUEL STOP
- INTERPRETIVE PANEL
- GEOCACHE LOCATED NEARBY

ROAD SYSTEMS

- Sealed / Unsealed
- OUTBACK WAY
- SEALED ROADS / HIGHWAY
- MINOR ROADS / TRACKS
- STATE BORDER

OUTBACK WAY INFORMATION

www.outbackway.org.au
info@outbackway.org.au

Note: This map is not intended for navigation purposes. It is recommended travellers purchase The Outback Way Atlas and Guide from wherever Hema Maps are sold. Visit outbackway.org.au for more information

ACCESS THROUGH TO

- Outback Queensland
- Central Old South West Old
- Southern Queensland
- North Queensland
- Whitsundays
- The Great Barrier Reef

ACCESS THROUGH TO

- Australia's Golden Outback
- The Coral Coast
- The North West
- The South West

CONNECTING OUR COMMUNITIES

THE OUTBACK HIGHWAY

The Outback Way is the third trans-national route across Australia, covering 2700 kms of roads and highways from Winton, QLD through Alice Springs, NT to Laverton, WA.

THE OUTBACK HIGHWAY DEVELOPMENT COUNCIL

The Outback Highway Development Council Inc. was created in 1997, an alliance of five councils (Shire of Laverton, Shire of Ngaanyatjarraku, Alice Springs Town Council, Boulia and Winton Shires). Over the last 26 years, it has advocated and lobbied for the sealing of the Outback Way - a testament to the sustained commitment and collaborative efforts that make up the OHDC. Contributions from federal and state governments will deliver the completion of the sealing in 2032.

While sealing the road will provide efficiencies in time and money for those using it, a plan is needed to realise the significant opportunities that the highway offers to its many communities and stakeholders.



\$1.2B

Nation building project funds secured for completion

and the green light given to proceed in the 2023 Federal Dept of Infrastructure's Independent Strategic Review.

Find out more about the alliance delivering the Outback Way for Australia.

Soon to be released, *Bulldust to Bitumen, The Outback Way*, the book covering the 26 years of building the case for the sealing of Australia's third trans-national route.

OUTBACK WAY FORUM 2024

Creating a 10 year roadmap together

The forum will bring together and facilitate diverse stakeholders to develop a plan for realising the Outback Highway's many benefits. These include but are not limited to:

- Economic development opportunities for communities, industry and business
- Road infrastructure and emergency access for northern Australia
- Significant time and cost efficiencies for freight and travel
- Greater connectivity for locals, travellers industry and freight
- An iconic tourism and cultural heritage attraction, Australia's Route 66
- Cultural and environmental preservation and growth

To realise the Outback Highway's full potential for communities, government, industry and the nation as a whole the OHDC is developing this unique event with many opportunities for involvement, before, during and after the Forum, including a 'Friends of the Outback Way' members group.

Be a part of creating the vision and future of the Outback Way



**JOIN US TODAY,
REGISTER TO
FIND OUT HOW**



FORUM PARTICIPANTS

The Forum will be a unique opportunity for diverse stakeholders to meet and learn about each other. We will work together to identify the principles, projects, infrastructure, services, and collaboration needed over the next decade to realise the many benefits the Outback Highway offers the nation.

Over one hundred forum participants representing the Outback Way's broad stakeholder groups:

COMMUNITY

- Regional and remote communities
- Indigenous communities and organisations
- Commercial and small business
- Art and cultural heritage

GOVERNMENT

- NT, QLD and WA local councils
- State and federal government
- Emergency management
- Health and aged care
- Road infrastructure and planning
- Information and communication technology (ICT)
- Environment
- Education
- Defence

INDUSTRY

- Mining
- Energy
- Agriculture
- Freight and logistics
- Road infrastructure and maintenance
- Digital and new technologies
- Tourism, accommodation and tourist groups
- Food and Beverage
- Renewables and sustainable futures
- Natural resource management



SPONSORSHIP BENEFITS

Outback Way Forum 2024



BE SEEN

Visibility + Exposure

Gain visibility among a diverse audience of stakeholders with exposure greater than geographical boundary. Participants across the spectrum of tourism, Indigenous communities, agriculture & primary industries, energy & mining, resource management, freight & supply, and further, will know you. Your presence is established via multi-channel brand placement, in prominence at the forum, and as a forerunner of a project of lasting impression.



BE SOCIALLY IMPACTFUL

Inclusivity + Social Responsibility

As Australia's third trans-national route, the expansive Outback Way is a once in an era opportunity to ground on positive social frameworks and actions in support of rural and remote communities spanning 2 states and 1 territory - that's no small thing - working together with diverse perspectives and striving for cohesive community development. Be part of an impact that lasts – One that recognises the voices of all involved.



BE IN THE ROOM

Engage with an expansive network of participants

A dynamic environment serving meaningful space for connection at multiple points beyond the frame of forum days 30 June & 1 July. Engage directly as fellow stakeholders, key decision-makers, industry leaders, and community voices. This moment offers enhanced networking opportunities - A platform for collaborative relationships, discussions, partnerships, and potential future business. The place, the time, the potential, the Outback Way.



SHOWCASED

Partnered in Vision

The Outback Way Forum is a visionary endeavour to shape the future of a unique and vast region. Your forum sponsorship brings your brand into the spotlight, showcasing your involvement and contribution to the sustainable and innovative development of Australia's Longest Shortcut and all Outback Way communities.



GAIN TRACTION

Online Presence

The Outback Way 2024 Forum will have an online presence in a dedicated Forum web page. Stakeholders, and visitors to the Outback Way site, will have the ability to find coverage of forum information and Sponsors promoted for their involvements. The Outback Way Highway Development Council (OHDC) tourism brand website experiences 26K unique user traffic from Australia and with 5K international visitations.

SPONSORSHIP PACKAGES

Outback Way Forum 2024

PLATINUM	GOLD	SILVER	BRONZE
\$50,000	\$20,000	\$10,000	\$5,000
<p>All-Media Recognition & Your Logo Branding</p> <p>Prominent Position Logo Branding & inclusion on Outback Way Forum media encompassing pre and post-forum media</p> <p>Feature Podcast Episode Your Company & what opportunities it brings to the Outback Way</p> <p>Exposure to 10K+ Email Subscriber List & 18K+ Social Channels</p> <p>Event Visibility</p>	<p>Recognition & Your Logo Branding</p> <p>2nd Tier Prominent Position Logo Branding & inclusion on Outback Way Forum media encompassing pre and post-forum media</p> <p>Event Visibility</p>	<p>Recognition & Your Logo Branding</p> <p>3rd Tier Prominent Position Name supporting the Outback Way iconic Nation Building project – delivering Australia's third trans-national route</p> <p>Event Visibility</p>	<p>Inclusive acknowledgement Name supporting the Outback Way</p> <p>Be known for your support & involvement in the conglomerate development of the Outback Way Nation Building project</p> <p>Event Visibility</p>



NATION BUILDING > THE OUTBACK WAY

Embrace a Journey

You will be one of the few prime catalysts for positive change

Becoming a central candidate in The Forum for the Outback Way your company, organisation, or community body will be visible in its dedication to connectivity and sustainability across the iconic route inspiring us all in realising the collective Outback Way Vision.

Get to co-design and embed the framework for success, and be known for sustainable development over the next decade and beyond

Australia's third trans-national route - The Outback Way - driving Us across the heart of Australia in unequaled connection & efficiency.

WA - NT - QLD Australia's Longest Shortcut

Growing Our Region | Delivering For Industry | Connecting Our Communities

REGISTERED SPONSORS

Outback Way Forum 2024



PROUDLY SUPPORTED BY



**SHIRE OF
LAVERTON**



**SHIRE OF
NGAANYATJARRAKU**



**ALICE SPRINGS
TOWN COUNCIL**



**BOULIA
SHIRE COUNCIL**



**WINTON
SHIRE COUNCIL**

SILVER SPONSOR



JOIN US TODAY – FIND OUT HOW

E info@outbackway.org.au

W outbackway.org.au

M 0488 739 539

SEE YOU AT THE FORUM

From across The Outback Way we acknowledge the Koa People, Pitta Pitta People, Kalkadoon People, Yulluna People, Yalarrnga People, Bularnu Waluwarra Wangkayuju People, Wangkamahdla People, Arrernte Nation, Anangu People, Yarnangu People, Wangkatja People as traditional custodians and recognise any other people or families with connection to the lands.

We acknowledge and respect their continuing culture, their connection to land, waters and community, and the contribution they have made and continue to make to the region that The Outback Way traverses.



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Download the Outback Way App

