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Mount Isa Rodeo Thrives with Queensland Gov Funding Boost

August 9, 2025

– Categories: Politics & Government



The 2025 Mount Isa Rodeo, held from August 8 to 10, promises to be its biggest yet, thanks to a significant funding injection from the Crisafulli Government, revitalizing the iconic event.

The Mount Isa Rodeo, a cornerstone of North West Queensland's cultural and economic landscape, is set to deliver unprecedented success in 2025, following a critical financial lifeline from the Queensland Government led by Premier David Crisafulli. The event, held at Buchanan Park from August 8 to 10, secured a \$2 million grant to the Mount Isa City Council through the Mount Isa Transition Fund (MITF), as announced in December 2024. This funding, part of a \$7.3 million allocation to support the region's economy amid the

2025 closure of Mount Isa Mines' copper operations, ensures the rodeo's 66th year will generate over \$10 million in economic benefits, according to Mirage News.

The rodeo faced collapse in October 2024 when Isa Rodeo Ltd entered voluntary administration, owing 83 creditors \$1.9 million, as reported by ABC News. The Crisafulli Government's intervention, in partnership with the Mount Isa City Council, allocated \$1 million to reduce creditor debts and secure the event's intellectual property, with the remaining \$1 million supporting economic diversification, per North West Weekly. Deputy Premier Jarrod Bleijie emphasized the government's commitment, stating, "The Mount Isa Rodeo attracts 25,000 attendees, stimulating the local economy and supporting jobs."

Mount Isa Mayor Peta MacRae expressed confidence in the event's future, noting, "The council's partnership with the Queensland Government ensures the rodeo remains a vital economic driver." The event, dubbed the "Wimbledon of world rodeo," draws global visitors and supports local businesses, with Tourism Minister Andrew Powell highlighting its role in the state's 20-year Destination 2045 tourism plan. Member for Traeger Robbie Katter praised the local focus, stating, "The government's support empowers the community to lead the rodeo's future."

The 2025 rodeo features a record-breaking prize pool, as announced by organizers, cementing its status as the southern hemisphere's largest, per eGlobal Travel Media. With 22,000 expected attendees, the event underscores Mount Isa's resilience and heritage, delivering a boost to regional pride and economic stability.