



19 October 2009

Dear Members,

It is appropriate that we thank all management, staff and supporters for their efforts throughout the 2009 season. In these uncertain economic times the Hall has managed to sustain itself with a focus on cost control and improved retail opportunities. Without these people the Hall would struggle to build and maintain its reputation as an iconic tourist attraction, and develop facilities to be used by visitors and locals alike.

The Cattleman's Bar and Grill is proving popular with locals and visitors, and enhances the experience of all who visit the Hall. Word of mouth reports are good from those who have held their business functions, parties and weddings at the venue. Within the Hall itself, the coffee shop has been moved to a new location and it is planned to be themed the 'Wool Bale Café' in recognition of that industry's contribution to our heritage.

Management has now put in place a sponsor recognition program to engage stakeholders and develop sponsorship initiatives. Broadening the income stream will be critical to reducing the Hall's dependence on daily admissions. In addition the board has launched a drive for young members and proposes a series of events to engage their support for current and future directions of the Hall.

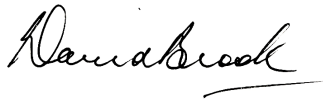
The board sees these types of events, both within Longreach and across the country as important, both as fundraisers and to bring together people whose heritage we aspire to portray. We now have an Event Manager who will plan and manage an annual Australian Stockman's Hall of Fame event calendar.

Using funds sourced by our management team we have launched an Indigenous Heritage project, which over time will add to the quality of our Hall displays. Our funding application for the proposed Heritage Tented Camp is currently under consideration by Federal Departments, as is DA approval.

It is appropriate to recognise the long term contribution of our retiring chairman Ken Cowley. In his capacity as chairman, Ken has overseen a greater part of the development of the Hall of Fame. In their private capacity, Ken and Maureen Cowley also recently donated the new entrance gates to the Hall.

I welcome Denise Deveney and Graeme Acton to the Board of Directors. They have many skills and ideas which will be invaluable to the Hall as it strives to increase visitor numbers from city destinations. On a personal note I am looking forward to working with the board, management, staff and members to foster ongoing engagement with stakeholders and development of the Hall.

Yours sincerely,

A handwritten signature in black ink, reading "David Brook". The signature is written in a cursive style with a horizontal line underneath the name.

David Brook OAM  
Chairman, Australian Stockman's Hall of Fame and Outback Heritage Centre