

M5 **RODEO**
PROMOTIONS

JUNE 2026

WE KNOW RODEO

Hot off the Arena



COVER PHOTOGRAPHY BY KELLY MARTYN PHOTOGRAPHY/KM VISUALS PHOTO & FILM

KM

BECOME AN M5 MEMBER

MORE PERKS. MORE ACCESS. MORE RODEO.

M5 RODEO JUST GOT A SERIOUS UPGRADE

We are changing the game for rodeo ticket holders this upcoming season with the launch of the brand new M5 Member Program!

And honestly? Nobody does this.

This is about giving our rodeo fans more. More value, more access, more perks and a smoother event day experience from the moment you arrive.

For a one-off annual fee, M5 Members will be part of something built especially for the people who show up, cheer loud and make our events what they are.

This is not just a membership.

it's a better way to do rodeo!

JOIN FOR JUST \$55 ANNUALLY*

*early bird pricing for this month only



M5 PUNTERS HAVING A BLAST!



MEMBER PERKS INCLUDE:

DISCOUNTED RODEO TICKETS

Save on tickets across the season

EXCLUSIVE MEMBER CAP & COOLER

Rep the M5 Member Program with your very own cap and cooler

EXPRESS LANE ENTRY

Skip the general queue and get into the rodeo faster

DISCOUNTED M5 MERCHANDISE

Stock up on your favourite M5 gear for less.

DRINKS DISCOUNT

Enjoy member-only drinks discounts at the bar

EXPRESS LANE TO THE BAR

Less waiting, more rodeo

WHERE TO FIND THE M5 TEAM

CHECK OUT THE EVENT CALENDAR

OCT 2-3	DEC 5	DEC 12
DENI UTE MUSTER	BENDIGO RODEO	BACCHUS MARSH
FEB 5-6	FEB 19-20	MAR 20
GEELONG RODEO	ECHUCA RODEO	BERWICK RODEO

NEW LOCATIONS AND EVENTS WILL BE ADDED SOON



**ADVERTISE
YOUR
BUSINESS
HERE**

[CLICK TO FIND OUT HOW](#)

ATHLETE SPOTLIGHT

ALL ABOUT OUR ALL ROUND COWGIRL CHAMPION

INTRODUCING SUPERSTAR BREAKAWAY ROPER LISS KENNY

Name: Liss Kenny
Age: 24
Hometown: Emerald, QLD
Event: Breakaway Roping
2025/26 Title: All Round Cowgirl
Horse Name: Ted

How does it feel to be named the M5 All Round Cowgirl Season Winner?

I feel extremely grateful to have won the M5 All Around Cowgirl – grateful that M5 puts up so much prize money that makes it worthwhile for northerners like myself to stay down south a few extra weeks and grateful for my little bay horse that gives me opportunities like this.

What was your standout moment from the season?

The stand out of the series for me was winning the breakaway at Korumburra – I placed in all three of my events that day. I love the fast set up of the M5's – I've never been in the one second club as much as I have at them. It's great for the confidence.

What do you love most about breakaway roping?

I love the fast pace of breakaway and I have a horse that loves roping as much as I do so that makes it even sweeter.

Who has been your biggest supporter this season?

My family are always my biggest supporters. Whether that be working the chute at home, pushing calves or driving all over the country side; they are as reliable as they come. I would be lost without them and my sponsors. Ariat, Johnson's Natural Formula, Diamond Wool Pads and Animal Therapeutics make it feasible to spend so much time on the road.



CAITLAN ASH PHOTOGRAPHY

What is next for you after taking out the title?

I don't know what's next for me – I'm just going to keep having fun. I love roping, Ted loves roping and I love roping against some of my best friends so that's what keeps me hooked.

Congrats Liss x



LISS AND TED IN ACTION

ATHLETE SPOTLIGHT

FIND OUT ABOUT OUR JUNIOR CHAMP

THE FUTURE IS BRIGHT FOR KADE O'DEA

Name: Kade O'Dea

Age: 17

Hometown: Benalla, VIC

Event/s: Breakaway Roping, Steer Wrestling
and Team Roping

2025/26 Title: Junior All Round Cowboy

Favourite Rodeo: Geelong

Rodeo Hero: Trevor Brazile



How does it feel to be named the M5 Junior All Round Cowboy Season Winner?

It feels good to be the All Round Cowboy for the season. They're my favourite buckles to win.

What was your standout moment for the season?

My standout moment was probably winning the All Round and placing in the steer wrestling

Which event is your favourite? And why?

My favourite event is the steer wrestling because I like making aggressive smooth runs.

Who has been your biggest supporter this season?

Gene and Nicole McDonald. They mounted me out and supported me a lot.

What is your big goal for next season?

My biggest goal is to get to the states.

*Keep up the
awesome work
Kade x*



KADE IN ACTION AT THE TUMUT PRO RODEO

ATHLETE SPOTLIGHT

MEET OUR U12 ALL ROUND COWBOY CHAMP

MEET THE TALENTED CARTER MCDONALD

Name: Carter McDond

Age: 11

Hometown: Boxwood, VIC

Event/s: Steer Riding, Breakaway Roping & Team Roping

2025/26 Title: M5 All Round U12 Cowboy, M5 Jnr Steer Riding Champ and U12 Jnr Steer Riding Champ

Rodeo Hero: Rocker Steiner

Fun Fact: My nickname is Johnny Ringo

How did it feel to be named the M5 All Round U12 Cowboy?

Pretty amazing! It was a goal I set at the end of 2025.

What was your favourite rodeo of the season?

Geelong

What do you love most about steer riding?

The adrenaline.

Who helps you get ready before you ride?

There is a few people, Lawson (my big brother), Toby Collins and my dad.

What is your big goal for next season?

Win the M5 series again.

*Stay Wild
Cowboy
Carter!!*



CARTER MACDONALD IN THE TEAM ROPING



CARTER MACDONALD IN ACTION IN THE STEER RIDE

WELCOME RODEO DRIFTERS

OUR OFFICIAL HAT SPONSOR FOR M5 RODEO

HOLD ONTO YOUR HATS... BECAUSE THIS IS A BIG ONE

We are beyond excited to announce that Rodeo Drifters Hat Co is officially joining the M5 family as our Official Hat Sponsor for the upcoming season.

If you know Rodeo Drifters, you know they bring serious western style, craftsmanship and cowboy energy wherever they go. From the arena to the after-party, they know how to make a hat that turns heads.

And because we don't do things halfway...



A SNEAK PEAK OF THE M5 X RODEO DRIFTERS STRAW

WE'RE RELEASING AN EXCLUSIVE M5 STRAW

Yep. You heard that right.

An exclusive M5 x Rodeo Drifters straw is coming, and it is everything you want in a rodeo hat. Built for long days in the sun, dusty arena hangs, cold drinks at the bar and looking damn good while doing it.

This is not just a hat.

It's an M5 season essential.

We cannot wait to share more soon, but trust us... you are going to want to get your hands on this one.



WOULD YOU LIKE TO RUN YOUR
TRADE STALL AT AN M5 RODEO?
CLICK HERE FOR ALL THE INFO

CATCH UP ON BEYOND THE BUCKLE

HERE'S WHAT'S NEW ON BEYOND THE BUCKLE..

Our Man From Snowy River Bush Festival series just keeps getting better.

Catch Terry Goodear from R.M.Williams in an incredible chat about one of Australia's most renowned legacy brands, the man behind the name, and the heart and history that still runs through it today.

Then, settle in for a must-listen episode with Trish Johnston, her daughter Tayla Pierce and granddaughter Katie Pierce. A beautiful story of rebuilding, resilience and finding love in rodeo again across three generations.

These are the kinds of conversations that remind us why we started Beyond the Buckle.

Real people. Real stories. Real country.



TERRY GOODEAR AND PRUE HOUSTON RECORDING BEYOND THE BUCKLE



TRISH, TAYLA, PRUE AND KATIE RECORDING BEYOND THE BUCKLE

We can't thank the Man From Snowy River Bush Festival enough for having us and helping bring these stories to life.

Listeners can tune in now on their favourite streaming platform or watch us on YouTube and follow Beyond the Buckle to keep up with new releases as M5 continues sharing the stories behind Australia's western events scene.

PODCAST PHOTOS BY PRUE HOUSTON



CONTENT PHOTOGRAPHY BY KELLY MARTYN PHOTOGRAPHY/KM VISUALS PHOTO & FILM **KM**

LISTEN TO BEYOND THE BUCKLE

**Click Here to Listen to
Terry From RM Williams**

**Click Here to Listen to
Trish and her girls**

SPONSOR SPOTLIGHT

THANK YOU TO OUR 2025/26 PARTNERS



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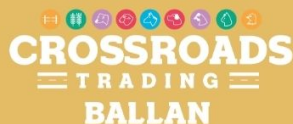
THE
DECK



DUNDRUM
civil pty ltd



"We're all about service"



INTERESTED IN PARTNERING WITH US?

CLICK HERE TO CHAT TO OUR TEAM

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