

M5 **RODEO**
PROMOTIONS

JULY 2026

WE KNOW RODEO

Hot off the Arena



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

WHERE TO FIND THE M5 TEAM

CHECK OUT THE EVENT CALENDAR



SEE YOU AT
THE DENI UTE
← MUSTER

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

HOW ABOUT AN
M5 CHRISTMAS
PARTY? →



ARE YOU A MEMBER YET?

EARLY BIRD PRICING ENDS 31ST JULY!!



JOIN FOR JUST \$55 ANNUALLY*

*early bird pricing ENDS JULY 31

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



**ADVERTISE
YOUR
BUSINESS
HERE**

CLICK TO FIND OUT HOW

CONGRATS KADE O'DEA

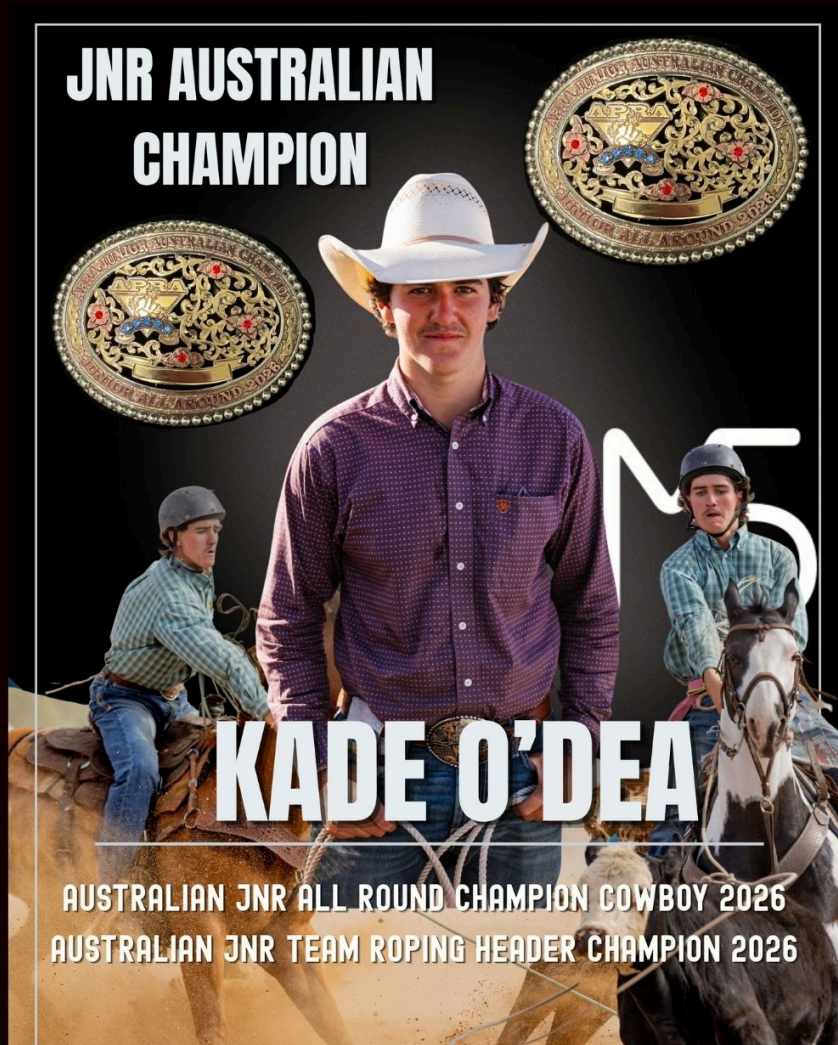
WHAT A FINALS IN EMERALD!

Kade O'Dea just brought home TWO massive titles at the 2026 APRA Junior National Finals: the Junior Team Roping Header Title and the Australian Junior All Round Champion Cowboy Title.

Kade, your dedication, work ethic and sportsmanship set the standard, and we're so proud to have you repping M5 Rodeo. This is just the beginning for you, cowboy.

To All Our 2026 M5 Junior Ambassadors: You've crushed it this season. The way you've represented M5 throughout the year is exactly what we're about. Huge congratulations to every single one of you.

Keep your eyes peeled. Applications for the 2027 M5 Junior Ambassador Program are coming soon!



ATHLETE SPOTLIGHT

OUR BREAKAWAY ROPING CHAMP

THE UNSTOPPABLE JOEBIE MCPHEE!!

Name: Jeobie McPhee

Age: 23

Hometown: Townsville, QLD

Event/s: Breakaway Roper

2025/26 Title: M5 Breakaway Roping Champion

Horse: Freckles



How does it feel to be named the M5 Breakaway Roper Season Winner? Feeling very proud & privileged to be named the M5 breakaway roper for a 2nd year in a row! But mostly because of how hard the M5 committee work for these great rodeos to happen

What was your standout moment from the season? Winning Berwick on a 1.65 beating my personal best time

What do you love most about breakaway roping? The adrenaline it gives you when you go out there and make a good run & the way breakaway roping showcases cowgirls.

Who has been your biggest supporter this season? My biggest supporters are my dad and mum. They've always had my back. My brother Rope plays a huge role too; he's constantly pushing me to be better. And then there's my travelling partner Jemma Dowling. She drives me crazy, but she absolutely drives me to be better. When I think about it, I've got a genuinely great circle around me. I travel all over the country and there's always someone ready to welcome me into their home or rope alongside me. And of course, my horse Freckles. I literally couldn't do this job without him.

What is next for you after taking out the title? Try and get to as many M5 rodeos next season to try to defend my titles as they are such great rodeos.

*Stay wild
Cowgirl xo*



JOEBIE IN ACTION

ATHLETE SPOTLIGHT

ALL ABOUT OUR JNR ALL ROUND COWGIRL CHAMPION

AVA'S GOT A BRIGHT FUTURE IN RODEO

Name: Ava Emery
Age: 17
Hometown: Pakenham, VIC
Event: Barrel Racer
2025/26 Title: M5 All Junior Round Cowgirl and Barrel Racing Season Champion
Rodeo Hero: Ruth, Montana and Shianne O'Donoghue
Fun Fact: I only barrel race with one spur



How did it feel to be named the M5 Junior All Round Cowgirl?

Like a dream come true

What was your favourite rodeo of the season?

Echuca

What do you love most about Barrel Racing?

I feel free

Who helps you get ready before you ride?

Ruth

What is your big goal for next season?

Just to have fun

Congrats Ava x



AVA IN ACTION

MOLLY'S MAKING WAVES

OUR CHAMPION BARREL RACER SHINES AT COLLEGE NFR

AND SHE'S JUST GETTING STARTED

We're absolutely buzzing with pride over our beautiful and talented former M5 junior ambassador, Molly Harper, and her incredible achievements in the USA!

Molly lit up the College National Finals Rodeo with her outstanding barrel racing performances, and now she's been honoured as the Kimes Ranch Student Athlete for 2026-2027.

This is what passion, grit, and pure talent looks like. Molly, we're so proud of you and can't wait to see what's next!



BECOME AN M5 PARTNER

CLICK HERE TO CHAT TO OUR TEAM



SEASON 1 HAS WRAPPED

STAY TUNED FOR SEASON 2 OF BEYOND THE BUCKLE

Our Man From Snowy River Bush Festival series has been an absolute highlight. With five incredible episodes recorded on location. We have wrapped up Season 1 with stories that remind us exactly why we started Beyond the Buckle.

From Nicole McDonald's raw honesty about rodeo life and family, to Morgan and Emma Webb on what it takes to be a champion. From Fi and Ash of Urban Dust chasing the dream and reinventing careers.

How about Terry Goodear's insights into R.M. Williams' heritage and heartland legacy. And three generations of rodeo women—Trish Johnston, Tayla Pierce and Katie Pierce—sharing their story of resilience and family. These are the conversations that matter.

Real people. Real stories. Real country..



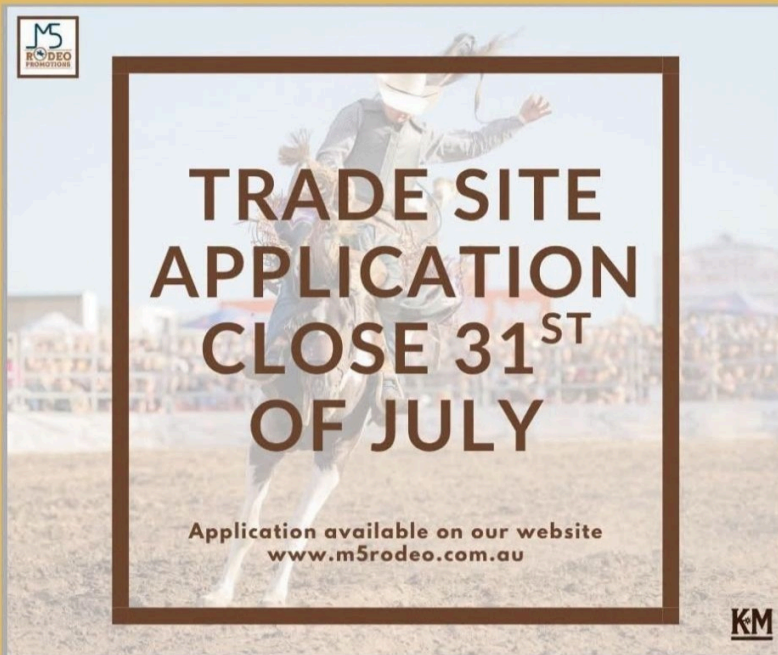
LISTEN TO BEYOND THE BUCKLE

We're so grateful to the Man From Snowy River Bush Festival for believing in our vision and helping us bring these stories to life.

Ready to catch up? Head over to your favourite streaming platform or YouTube and listen through our entire first season now. Better yet—rate and review us! Your support helps us reach more of the western community and keep these stories alive. And here's the exciting part: Season 2 is already being recorded. Stay tuned for what's next.

Follow Beyond the Buckle to stay in the loop—we'll see you beyond the buckle.

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



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