

Become an outback pioneer as you explore outback Queensland and live this truly iconic part of Australia's story. Unleash your pioneering spirit!

LIVE IT



Unique outback experiences
Entertaining holidays
Traditional hospitality
Heritage-inspired accommodation



MEDIA INFORMATION 2025

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WELCOME TO OUTBACK PIONEERS



COMPANY PHILOSOPHY

At the heart of the Outback Pioneers brand is the Kinnon family's vision: *'To inspire and educate current and future generations to experience, value and preserve the real Australian Outback'*.

The family's love of their outback lifestyle, bush traditions and heritage, and their respect for the early settlers comes through in the detail of every aspect of their operations. Outback humour shines through and makes every experience warm and entertaining.

Although the business was started to help the family support their grazing business in times of drought, it has grown to become a passion in its own right. It's always about sharing the outback they love and creating an outstanding outback experience for guests.

FAMILY-OWNED AND MANAGED

The family continue to be involved in all aspects of the business – from strategy and innovation through to being tour guides and performers. The family is Richard Kinnon and Marisse Kinnon and their adult children Abigail, Jeremy, and Lane. They are supported by a small team, dedicated to giving visitors a great experience of outback Queensland.

The Kinnon family are keen to share the pioneering outback spirit, outback heritage and present day insights into outback life with visitors so please let us know if there are any other ways we can help you tell our story – the outback pioneer story.



WHAT OUTBACK PIONEERS IS ALL ABOUT

INSPIRING * EDUCATIONAL * QUIRKY

OUTBACKPIONEERS.COM.AU

Outback Pioneers invites visitors to unleash their own pioneering spirit in outback Queensland.

- We celebrate the spirit of the early settlers who made the long and often dangerous journey west to set up their lives on distant landholdings. Like the Indigenous people before them, the early pioneers needed self-reliance, ingenuity and resilience to survive the often harsh conditions.
- The pioneering spirit lives on in the outback people today who still need tenacity, inventiveness and humour to sustain them in times of drought, flood and diverse challenges. We tell their story too.
- With Outback Pioneers, guests can step into the shoes of pioneers, past and present, and get insights into life lived large in a wide-open landscape far from the state's coastal cities.
- Traditional methods, crafts, skills and recipes feature wherever possible.

- It's a visit that can't help but change perspectives and get visitors back in touch with simple life pleasures.
- The Kinnon family shares traditional outback hospitality and the outback pioneering heritage and lifestyle in everything they do.

OUR LOCAL HEROES

- The outback characters are an iconic part of remote Queensland's story. From the pioneers of flight to bush poets, from stockman to shearers and the women of the homestead, there are so many stories to tell.
- Captain Starlight (Harry Redford or Readford) was an infamous cattle duffer (thief) who made an audacious journey from the Longreach region to South Australia with over 1000 stolen cattle. The ruins of the stockyards where he kept his cattle before the long journey south can still be seen at the Kinnon's

Nogo Station and his story is told in the Starlight's Spectacular Sound & Light Picture Show, which is part of the Outback Pioneers Starlight's Cruise Experience.

- Banjo Paterson is even better known and this is the landscape and lifestyle that inspired him. Waltzing Matilda was first performed at the North Gregory Hotel in Winton. We follow in his footsteps on the Winton Discovery Day Tour.



COMPANY HISTORY AND BACKGROUND

- Based in Longreach, western Queensland
- Founded by the Kinnon family in 2006 to help offset tough times for the grazing business
- Started with the Cobb & Co coach ride using a restored Cobb & Co coach along the original Longreach-Windorah mail route
- Has continued to add new tours and now welcomes around 35,000 visitors a year
- Launched the Outback Pioneers brand in November 2016 for all holidays and experiences to help define what people can expect and to build a world-class brand to promote outback Queensland.
- The company won awards in Queensland Tourism Awards (Cultural Tourism) in 2016, 2017, 2018 and Outback Queensland Awards Visitors' Choice for best experience in 2019.

OUR EXPERIENCES

- Cobb & Co Stagecoach Experience
- Nogo Station Experience
- Starlight's Cruise Experience
- Winton Discovery Day Tour
- Old Time Tent Show
(also part of the full Cobb & Co Experience).

OUR HOLIDAYS

- 6-day Unleash Longreach Holiday
- 4-day Weekender Out West Holiday
- 3-day Longreach Storytelling Holiday.

OUR ACCOMMODATION

- The Staging Post (including The Stables and The Coach Inn)

OTHER ATTRACTIONS

- The Station Store *(traditional outback emporium, homewares, gifts, souvenirs)*
- The Welcome Home at 128 Eagle Street, houses our restaurant, booking office and accommodation check-in.

OUR SEASON

- All holidays and experiences run from April to October each year.



COBB & CO STAGECOACH EXPERIENCE

MONDAY TO FRIDAY, FROM 8.30AM
APRIL – OCTOBER

- This is the only place in Australia where people can gallop in a Cobb & Co stagecoach.
 - It's an opportunity to experience what the early pioneers experienced in this transport that opened up the inland – the commentary helps bring the reality to life.
 - The coach, pulled by five trained horses, takes visitors on a gentle tour through Longreach town, then heads out to the dirt track that is part of the original Longreach-Windorah Cobb & Co mail route – a gallop through the bush is an exhilarating experience for all ages.
 - There are two stagecoaches, which make the tour every weekday from April to October – bookings essential.
 - The tours leave from the yard behind The Station Store in Longreach.
 - Visitors who do the full 4-hour experience will also enjoy the Old Time Tent Show, smoko and an old time movie.
- For 70 years from the 1850s to the 1920s, Cobb & Co coaches were a principal means of transport in the colonies of Queensland, New South Wales and Victoria. Settlers moving inland, new immigrants hopeful of success on the gold fields, shearers, agents, squatters, children and their parents—everyone used Cobb & Co stagecoaches to move, as efficiently as was possible, around the colonies. Even larger numbers of people, many of whom lived in remote country towns, stations or settlements, relied on Cobb & Co's mail delivery services.
- Coaches brought essential supplies, news from home and a sense of connection to others in what was perceived as a distant and inhospitable land. Cobb & Co routes were seen as a lifeline to isolated communities and a means of taming the vastness of Australia.¹

¹ <http://www.australia.gov.au/about-australia/australian-story/cobb-and-co>



OUTBACK PIONEERS COBB & CO STAGECOACH EXPERIENCE



For further information email marketing@outbackpioneers.com.au

NOGO STATION EXPERIENCE

TUESDAY AND FRIDAY, FROM 7.45AM
APRIL – OCTOBER

- Nogo Station is a historic homestead, which was once part of the famous Bowen Downs station. The original part of the homestead dates to the 1880s. It is approximately 18 kilometres from the centre of Longreach.
- It is one of the Kinnon family's two working cattle and sheep stations.
- The station is 32,000 acres and would normally run about 4,000 sheep and 1,000 cattle but has been de-stocked due to the current drought.
- Outback Pioneers Nogo Station Experience takes visitors around the heritage highlights of Longreach by air-conditioned coach and then heads out to Nogo Station.
- Your host at Nogo Station is one of the Kinnons who will share their fascinating experiences of surviving on the land.
- At Nogo Station visitors go to the historic shearing shed to discover the merino wool story and learn about the importance of sheep and wool in Australia's development.
- Our station water-run is a unique way to explore the land. Guests board our double-decker, open-top, overlander bus for a trip across the spectacular sunlit plains where wedge-tailed eagles fly and local wildlife mingles with iconic cattle breeds, stock-horses and the famous merino sheep. It's a fantastic photo opportunity with outback desert camels, kangaroos, emus, wild donkeys and more. There's lots to learn about the outback environment and feral animals too.
- The station water-run passes a billabong used by legendary local cattle thief Captain Starlight (Harry Redford) to water his branded stolen cattle and stops at the ruined stockyards believed to have been where he kept them before his notorious journey south.
- Finally enjoy a saddlebag lunch under the gum trees with your Kinnon host and hear a few more yarns.
- Nogo Station Experience runs on Tuesday and Friday mornings from April to October – bookings are essential.



OUTBACK PIONEERS NOGO STATION EXPERIENCE



For further information email marketing@outbackpioneers.com.au

STARLIGHT'S CRUISE EXPERIENCE

MONDAY TO SATURDAY, FROM 4.30PM
APRIL – OCTOBER

- This was the original Thomson River sunset cruise, which Kinnon & Co introduced in 2010.
- It features the only heritage paddlewheeler west of the Great Divide –The Thomson Belle.
- Guests cruise down the splendid Thomson River at sunset with drinks (BYO alcohol) and nibbles, watch the birds come home to roost on the riverbanks and learn about the local flora, fauna and history.
- As darkness falls, the boat moors at the Kinnons' bush campground for a stockman's dinner around the campfire.
- After dinner there's the 'Starlight's Spectacular Sound & Light Picture Show' – a movie in the open-air riverbank theatre. This exclusive movie was commissioned by the Kinnons to celebrate the tale of Captain Starlight. Watch out for the appearances by Kinnon family members and locals.
- Finally guests enjoy tea and damper by the campfire under the stars and your Kinnon host shares his passion for the outback and all things Australian – with trademark irreverent humour.
- In 2024, Outback Pioneers introduced an afternoon cruise where guests return to the riverside viewing terrace beside the decommissioned Pride of the Murray. There, they watch an exclusive documentary about the vessel's monumental journey from Echuca to Longreach by road and its subsequent sinking. As dusk falls, guests transition into the evening itinerary of the experience.
- The cruise departs daily Monday to Saturday from April to October. Bookings essential.



OUTBACK PIONEERS STARLIGHT'S CRUISE EXPERIENCE



For further information email marketing@outbackpioneers.com.au

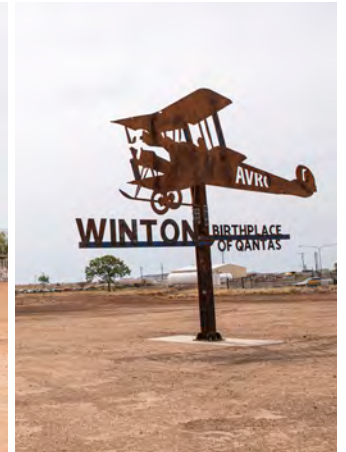
WINTON DISCOVERY DAY TOUR

**SATURDAYS, FROM 6.45AM
APRIL – OCTOBER**

- Winton is 179 kilometres north west of Longreach.
- Outback Pioneers full-day tour is by air-conditioned coach and takes in the major sights.
- A highlight is the award-winning Australian Age of Dinosaurs museum which has displays to excite every dinosaur fanatic including life-size recreations and fossils from the local area. It includes the Dinosaur Canyon exhibit.
- Lunch is at the legendary North Gregory Hotel – an outback icon where Waltzing Matilda was first performed in public in 1895.
- The North Gregory Hotel was originally built in 1879 and has since been burnt down and been rebuilt three times.
- The tour visits the new striking Waltzing Matilda Centre, which tells the story of Australia's most famous song.
- Outback Pioneers Winton Discovery Day Tour runs on Saturdays from April to October, leaving from Longreach.



OUTBACK PIONEERS WINTON DISCOVERY DAY TOUR



OLD TIME TENT SHOW

MONDAY TO FRIDAY 12 MIDDAY
APRIL – OCTOBER

- This unique one-hour show is available as part of the Cobb & Co Experience or as a separate attraction.
- It is based on the old time outback tent shows and is an extraordinary mix of animal antics, mayhem, humour and improvisation.
- While purporting to tell the tale of Harry Redford (Captain Starlight), any relationship to the facts is purely coincidental!
- The animals are all trained under RSPCA guidelines.
- Some of the humour is not 100% politically correct by today's standards so visitors need to see the show in the spirit of the traditional tent show era. It is meant with goodwill and is not intended to offend anyone.
- Visitors can order a traditional billy-can lunch to eat while they enjoy the show.
- Performances are Monday to Friday at 12pm from April to October.



THE STAGING POST 4-STAR ACCOMMODATION

AVAILABLE YEAR-ROUND

- This boutique, heritage-themed accommodation in Longreach invites guests to dream the outback story in the heritage heart of town. It is inspired by the pioneer era and the days of stagecoach travel in the region.
- The unique accommodation has two room styles, all with ensuite, air-conditioning and TV.
- The Stables rooms feature quirky features as well as luxury fittings. You will find copper-piped rain-showers, barbed-wire-and-rose wall art, and bedheads upcycled from old gates. Many of the features are repurposed or made using traditional local crafts.
- The Coach Inn rooms are next door to the Cobb & Co courtyard, where guests may hear the horses in the morning and will feel as if they're pioneer travellers about to board the stagecoach. They feature a self-catering kitchenette.
- The rooms are designed by Marisse Kinnon and 'Auntie Fran' who were also responsible for the award-winning Kinnon & Co accommodation in Longreach (now the Saltbush Retreat under new ownership).
- The accommodation fulfils a long-held dream for the Kinnon family of having their own accommodation where they can immerse guests in a total outback pioneering experience day and night.
- Guests can enjoy the country buffet breakfast, light lunches and evening dining options six days a week at The Welcome Home opposite The Stables (April-October season only).
- The accommodation is open year-round, inviting both groups and independent travellers to kick off their boots, shower off the outback dust and become part of the outback story.

THE STAGING POST

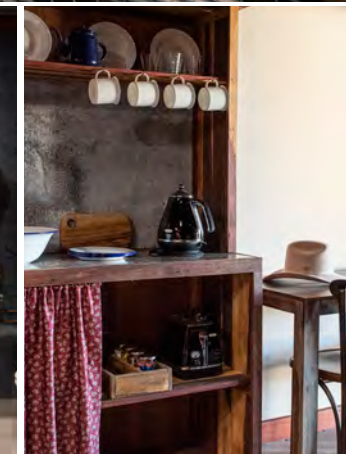
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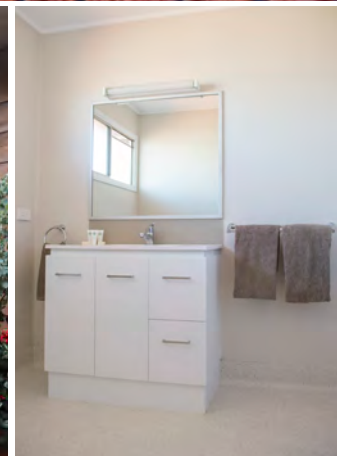
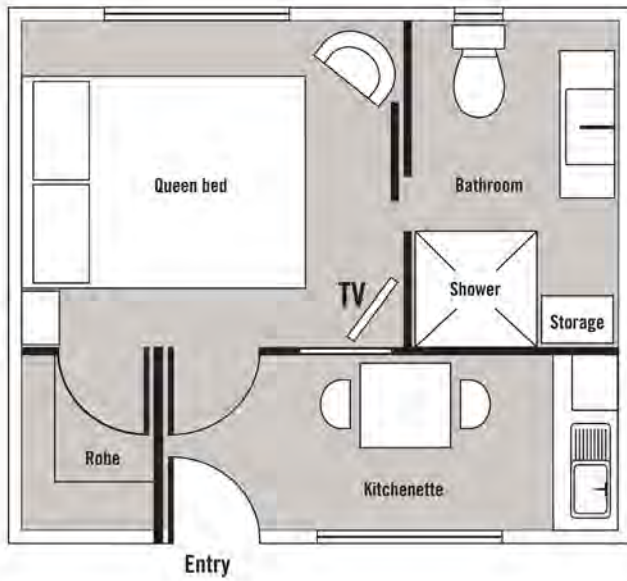
THE STAGING POST PRECINCT



THE STABLES Rooms 1–16



THE COACH INN Rooms 17-24



THE STATION STORE

OPEN MONDAY TO SATURDAY
YEAR-ROUND

- In the heritage heart of Longreach at 126 Eagle Street, The Station Store is a must-visit emporium of outback treasures, souvenirs, clothing and homewares.
- The impressive historic building, which dates back to 1880s, is fashioned to recreate the feel of the old pioneer stores, which stocked just about everything! The popular store had further refinements in 2018, conjuring up even more of the authentic outback ambience.
- Both locals and visitors enjoy the treasure trove of goodies finding everything from hats and boots to teddies and quilting squares...
- Some of the products are created by locals – including a range of jams, preserves, pickles and baked goods from Abigail’s Outback Kitchen – hand-made at Nogo Station.
- The Cobb & Co Stagecoach Experience leaves from the yard at the rear of the store.
- The Station Store is open Monday to Friday from 8.30am – 5pm and Saturdays from 9am – 1pm during the season and with more restricted hours during the summer.

**THE STATION
STORE**

KINNON & CO · LONGREACH · AUSTRALIA



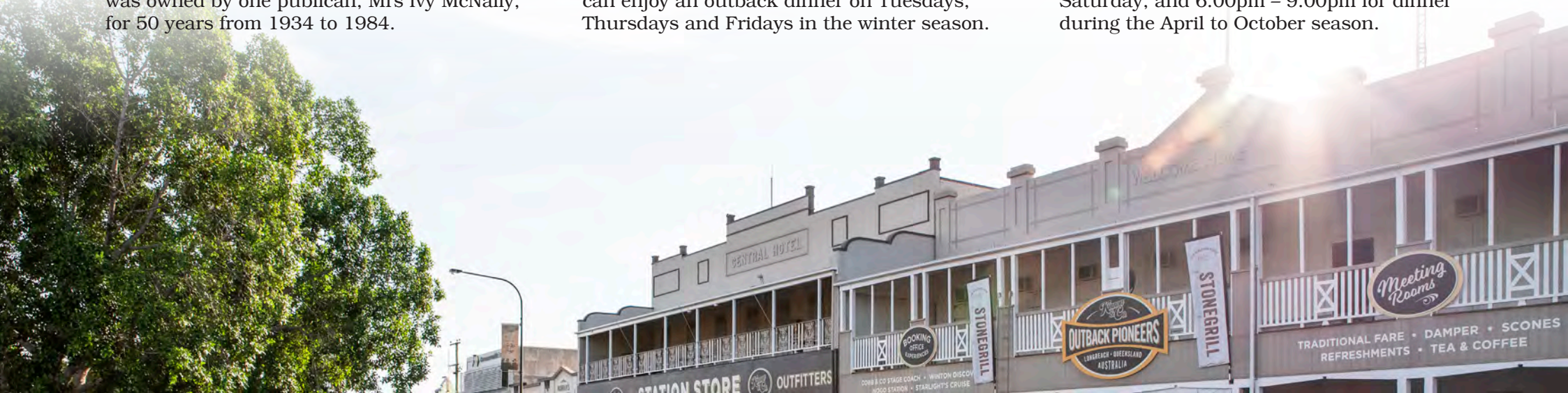
THE STATION STORE



THE WELCOME HOME

**OPEN YEAR-ROUND
7 DAYS A WEEK**

- Next door to The Station Store, at 128 Eagle Street, Longreach, The Welcome Home was renovated and refurbished in 2016 to create the Outback Pioneers booking office, The Welcome Home Café and Tearoom, and The Welcome Home Restaurant.
- The Welcome Home booking office and parlour has space for visitors to relax and discover more about the region.
- The original Welcome Home Hotel was built in 1896 as a single storey building. The name 'Welcome Home' refers to welcoming soldiers home from the Boer War.
- The hotel was destroyed by fire in 1898 and again in 1921. The majority of the current building dates from 1922.
- Always at the heart of Longreach life, the hotel was owned by one publican, Mrs Ivy McNally, for 50 years from 1934 to 1984.
- In 2014, the Kinnon family bought the Welcome Home Hotel and have painstakingly restored it, using 1920s photographs as a guide to its former appearance.
- His Excellency the Honourable Paul de Jersey AC, Governor of Queensland officially opened the renovated building in October 2016.
- The Welcome Home is somewhere locals and visitors alike can enjoy a country buffet breakfast, coffee and cakes, light lunches and a choice of dining option six days a week (open during the tour season only).
- Tour groups, community groups, school groups, business groups and others can meet in the outback-themed function area.
- The Stonegrill® is a not-to-be missed dining experience. Groups and individual travellers can enjoy an outback dinner on Tuesdays, Thursdays and Fridays in the winter season.
- Meat or fish is cooked on the stone at the table and the guest can choose their favourite side and sauce. It's all followed by an all-you-can-eat dessert bar of homestead desserts. BYO alcohol. Vegetarian and gluten-free options.
- The Country Classics menu on Wednesdays and Saturdays features CWA-inspired dishes. The inclusive price covers a main and all-you-can-eat dessert bar. BYO alcohol. Vegetarian and gluten-free options.
- The Welcome Home booking office is open 7 days. For opening hours, please see the Contact page of our website.
- The Welcome Home Café & Tearoom is open 9am – 3pm Monday to Friday during the April to October season.
- The Welcome Home Restaurant is open for breakfast 6.30am – 9.00am Monday to Saturday, and 6.00pm – 9.00pm for dinner during the April to October season.



THE WELCOME HOME



ABOUT LONGREACH

- Longreach is a town of approximately 3,500 people, situated on the Tropic of Capricorn. It has a range of accommodation, shops, banks and facilities.
- Season: Outback Pioneers tour season is April to October. Our accommodation is open year-round.
- Driving: Visitors drive to Longreach from all around Queensland and Australia – it can be reached on good roads – a 4WD is not necessary.

Road distances from major centres:

- Brisbane via Roma 1180km
- Brisbane via Rockhampton 1300km
- Rockhampton via Emerald 690km
- Mount Isa via Cloncurry and Winton 650km
- Townsville via Hughenden 660km
- Coach: Coaches travel daily Brisbane to Mount Isa via Longreach and twice weekly Rockhampton to Longreach.
- Coach tours: Many coach tours include Outback Pioneers experiences.

- Air: There are daily flights by Qantaslink from Brisbane and by twice weekly flights by Rex Airlines from Townsville via Winton.
- Rail: The Spirit of the Outback themed train travels twice weekly Brisbane to Longreach and return (via Rockhampton).
- Other attractions: The Australian Stockman's Hall of Fame and the Qantas Founders Museum are additional highlights of a trip to Longreach.



OUTBACK PIONEERS MEDIA CONTACT DETAILS

We hope you have found the information in this pack helpful.

For other general enquiries or to arrange an interview with Richard Kinnon, please get in touch with our Brand and Marketing Manager:

Nicki Lloyd
M 0412 415 514
E marketing@outbackpioneers.com.au

GENERAL CONTACT DETAILS

Online information and bookings:
www.outbackpioneers.com.au

■ **Outback Pioneers Booking Office**

128 Eagle Street, Longreach Q 4730
Ph +61 7 4658 1776
reservations@outbackpioneers.com.au

■ **Group Bookings**

Kristie Hale
Group Reservations Manager
Ph +61 1300 819 968
gday@outbackpioneers.com.au

■ **The Station Store**

126 Eagle Street, Longreach Q 4730
Ph +61 7 4658 2006
shop@thestationstore.com.au

IMAGERY

Outback Pioneers has a range of photographs available for media use. This media pack shows some of our popular images. Please let us know if you would like copies of these and in what format and resolution.

Please email:
marketing@outbackpioneers.com.au

OTHER USEFUL RESOURCES:

www.outbackpioneers.com.au
www.outbackqueensland.com.au
outbackheritage.com.au
qfom.com.au
www.australia.gov.au/about-australia/australian-story/cobb-and-co
en.wikipedia.org/wiki/Captain_Starlight