

Media Release

19 September 2025

Narrabri thrives as Santos Festival of Rugby comes to town

The community of Narrabri is poised for a boom in visitor numbers and economic activity as the Santos Festival of Rugby arrives in the regional centre this weekend.

Santos is proud to stage its fifth Festival of Rugby which has become a fixture on the national and regional Rugby calendars.

The centrepiece of the Festival will be a game between the Queensland Reds and New South Wales Waratahs Super Rugby men's and women's teams who will face off for the Santos Cup in highly anticipated battles.

Santos, in partnership with the New South Wales Rugby Union, Queensland Rugby Union and Narrabri Shire Council, has seen the Festival grow to become one of the biggest annual Rugby and community events in regional Australia.

Already, hotel rooms in Narrabri have reached 100 per cent occupancy for the weekend, as thousands prepare to descend on the northern NSW centre for a weekend of first-rate sport, community activities and a thriving street party on Friday night.

Santos Managing Director and Chief Executive Officer Kevin Gallagher said the Festival will bring people and communities across the region together and it will deliver a significant economic boost for local businesses.

"More than 3,600 people attended the inaugural Santos Festival of Rugby in Narrabri and with pavilion ticket sales already sold out for Saturday and Sunday, we anticipate higher numbers for this weekend's event.

"The Festival has a strong track record of injecting direct and indirect spend into local businesses in Narrabri.

"Giving back to the community is in Santos's DNA and we aim to make a positive social contribution in the communities everywhere we operate.

"As more people become aware of the Narrabri Gas Project, they're realising its value for the entire region in terms of jobs, business opportunities, local investment and affordable, reliable energy."

Narrabri Shire Council Mayor, Darrell Tiemens welcomed Santos' investment in the community with the Festival of Rugby just one part of the company's contribution.

"Accommodation in Narrabri will reach 100 per cent occupancy this weekend and that's a real economic boost for our local hospitality and tourism businesses."

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“Narrabri Shire looks forward to welcoming thousands of visitors from interstate and across New South Wales.

“We are very proud to be hosting this event and hope everyone has a fantastic time”.

ENDS

Background:

Launched in 2021 the Santos Festival of Rugby alternates between the regional towns of Narrabri, NSW, and Roma, QLD – where Santos operates and is part of the community.

2025 marks the fifth year of the Festival and the third time Narrabri will host.

In partnership with New South Wales Rugby Union and Queensland Rugby Union, Santos is pleased to present the Santos Festival of Rugby, 19 – 21 September 2025.

The centrepiece of the festival will be the face-off between the Queensland Reds and New South Wales Waratahs Super Rugby teams.

Premium General Admission tickets for the Taylors Wines Pavilion were offered for the first time this year and sold out for Saturday and Sunday in just two days.

The annual celebration of rugby will also include the Narrabri Blue Boars up against the Classic Wallabies, men’s and women’s Super Rugby battles, and four Women’s Rugby Sevens matches.

Besides the action on the field, the program of events includes junior coaching clinics and family fun activities. There will be live local entertainment on Friday at the Opening Night Street Party where fans can also meet the players.

Bringing this event to Narrabri is all about leaving a positive social legacy in the communities where we operate. Sport is a great way to connect communities and inspire young people to chase their dreams – and that’s what Santos is doing with this event.

In 2024, Santos spent more than \$6.1 million in the Narrabri and Gunnedah regions and partnered with more than 60 community groups and organisations providing financial and in-kind support.

WHEN: Friday 19 September to Sunday 21 September 2025

WHERE: Dangar Park, Boheena Street, Narrabri 2390