

MEDIA INFORMATION

Country music sensation Max Jackson to headline Amateurs Ball



In September, country music sensation Max Jackson will bring Amateurs ball-goers to their feet. [Click here](#) for this and other imagery.

Thursday 13 June 2024. Cairns' hottest ticket just turned up the heat with Australia's rising star and darling of country music, Max Jackson, confirmed to headline the 2024 Ladbrokes Cairns Amateurs Ball.

From humble beginnings growing up in rural NSW to international touring, chart-topping hits and winning the 2022 Toyota Star Maker and a Golden Guitar for Best New Talent at the 2023 Australian Country Music Awards, Max Jackson stole the hearts of Tropical North Queensland at Savannah Sounds on the Reef in April, and is a stellar signing for Cairns Amateurs 2024.

Fresh from playing at Nashville's iconic CMA Fest, Max announced today from Tennessee that she is thrilled to return to the region to headline the Amateurs Ball before heading to Savannah in the Round Festival as Festival Ambassador in October. Max is also set to activate her Savannah status with a promotional performance at Mareeba Rodeo on July 13.

"I can't wait to return to Tropical North Queensland to share this special night with you all and bring the music to get you on the dance floor," she said.

In a style befitting Tropical North Queensland's social event of the year, the Cairns Amateurs tradition of racegoers swapping racewear for evening gowns and tuxedos has maintained its popularity for over six decades from the expansive surrounds catering to thousands at Tobruk Pool to a more intimate and glittering affair on the city's waterfront.

In another coup for this year's Cairns Amateurs and what is being coined the Ultimate Tropical Carnival, Cairns Jockey Club's exclusive wagering partner, Ladbrokes Australia, will extend its partnership securing the gala ball's coveted naming rights.

Ladbrokes Australia Director of Stakeholder Engagement Karl deKroo said his organisation has enjoyed getting behind and strengthening racing in north Queensland through partnerships with Cairns and the regions.

"Coming on board for the iconic Cairns Amateurs Carnival continues to build our foothold in the region, and it is going to be exciting to help breathe some new life and energy into a carnival that is a bucket list item for most enthusiasts," Mr deKroo said.

Tickets to the 2024 Ladbrokes Amateurs Ball featuring Max Jackson are now on sale via the Cairns Amateurs website.

While situating the Ball on Cairns stunning waterfront, positioning the city at the epicentre of social activity, Cairns Amateurs organisers expect more than 500 ball-goers will be treated to the gilt-edged entertainment program headlined by Max Jackson.

In a concerted effort to up the entertainment value with a nonstop program to keep the dance floor pumping, ball-goers can also look forward to live and local talent and 'wow' elements spanning high-energy choreographed dance performances culminating in spectacular fireworks. Delicious canapes and a sit-down dinner and drinks with premium table service will add to the enjoyment.

The Ladbrokes Cairns Amateurs Ball will be held on Cairns Esplanade's Eastern Event Lawn from 6.30 pm to midnight on Friday, 13 September.

For further information and to buy tickets, please visit www.cairnsamateurs.org.au

For further information and to buy tickets to the Great Northern Brewing Co Cairns Amateurs Carnival at Ladbrokes Cannon Park, visit www.cairnsamateurs.org.au

Media Assets:

[Click here](#) to access Max Jackson's media kit and marketing assets

[Click here](#) to view images encompassing highlights of the 65th 2023 Cairns Amateurs Carnival's Sapphire Ball; credit to Cairns Amateurs, MOD Films & Photos.

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About Cairns Amateurs Carnival

The Far North Queensland Amateur Turf Club Inc. was established in 1959 by the late Sir Sydney Williams OBE and Les Gallagher to introduce a coastal version of the historical Oak Park races to bring city and country people together.

The committee consisted of 10 members representing outback stations and Cairns businesses. On September 18 and 19, 1959, it presented the first-ever Cairns Amateurs Carnival.

In its early days, the Cairns Amateurs ran six races each day of the two-day program, held under Vice-Regal patronage with the then Governor, Sir Henry Abel Smith.

As the club's name suggests, jockeys were amateur riders and came mainly from the inland stations.

Professional riders were not present until many years later due to changes in race regulations.

While the club expressed disappointment at the mid-1990s ruling, which disallowed amateur riders from competing, the 'amateurs' tradition has been retained and is deeply instilled within the spirit of the club's culture.

Today, the club's mission is to operate a sustainable and accessible annual racing carnival showcasing Cairns' social, cultural, and commercial attributes and the tropical north.