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BALES ON THE TRAIL STACKS UP AS *THE UNDISCOVERED'S* MOST UNEXPECTED ROAD TRIP

This November, visitors are being invited to pack the family into the car and explore *The Undiscovered* as hay bales, creativity and a healthy dose of country rivalry combine for one of the region's most unique recovery events.

Running throughout November, *Bales on the Trail* will see farmers from across the Upper Murray, Mitta Valley and Lake Hume regions transform ordinary hay bales into fun, book-inspired sculptures as part of the inaugural trail. Visitors can follow the trail, discover sculptures across the region and vote for their favourite via the official website.

From 1 November, visitors can visit BalesOnTheTrail.com.au to view the trail map, locate sculptures and cast their vote in the People's Choice Award. The trail has been designed to encourage visitors to explore multiple locations, discover local towns and support local businesses along the way.

Inspired by the theme *The Magic Between the Pages*, the trail will feature a colourful cast of literary favourites brought to life in hay bale form, including *Thomas the Tank Engine*, the *Cheshire Cat*, *The Very Hungry Caterpillar* and many more surprises.

More than a quirky road trip, *Bales on the Trail* is a community-led recovery initiative developed following the January 2026 bushfires, which burnt more than 121,000 hectares across *The Undiscovered* region. The event aims to bring people together, encourage visitation and inject spending into local communities that continue to recover from the economic and social impacts of the fires.

Towong Shire Council Mayor Peter Tolsher said the event showcased the region's resilience, creativity and trademark community spirit.

"Recovery is not just about rebuilding fences and infrastructure. It is also about rebuilding optimism, connection and confidence in our communities. *Bales on the Trail* does exactly that."

"After everything our communities have been through, it's fantastic to see farmers turning a stack of hay into an excuse for friendly competition and giving visitors another reason to visit our region."



"I have been fortunate enough to get a sneak peek at some of the entries. Let's just say there are a few farmers who may have missed their calling as children's book illustrators."

"The beauty of *Bales on the Trail* is that there are no tickets to buy and no gates to enter. You simply hit the road, explore the region, enjoy the creativity on display and maybe stop for a coffee, lunch or a bit of shopping while you're here. Every visit helps support local businesses that have done it tough since the fires."

Mayor Tolsher also acknowledged the support of major sponsor PEDIGREE.

"PEDIGREE saw the value in this uniquely Australian event and we are grateful for their support. Their involvement has helped support participating farmers and ensure the Trail can be enjoyed by visitors and locals alike."

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Background Information

Bales on the Trail was developed as a community-led recovery initiative following the 2026 bushfires. The event invites farmers and landholders to create imaginative hay bale sculptures on their properties, encouraging visitors to explore the region while supporting local communities and businesses. It is intended to become an annual event, with a different theme each year.