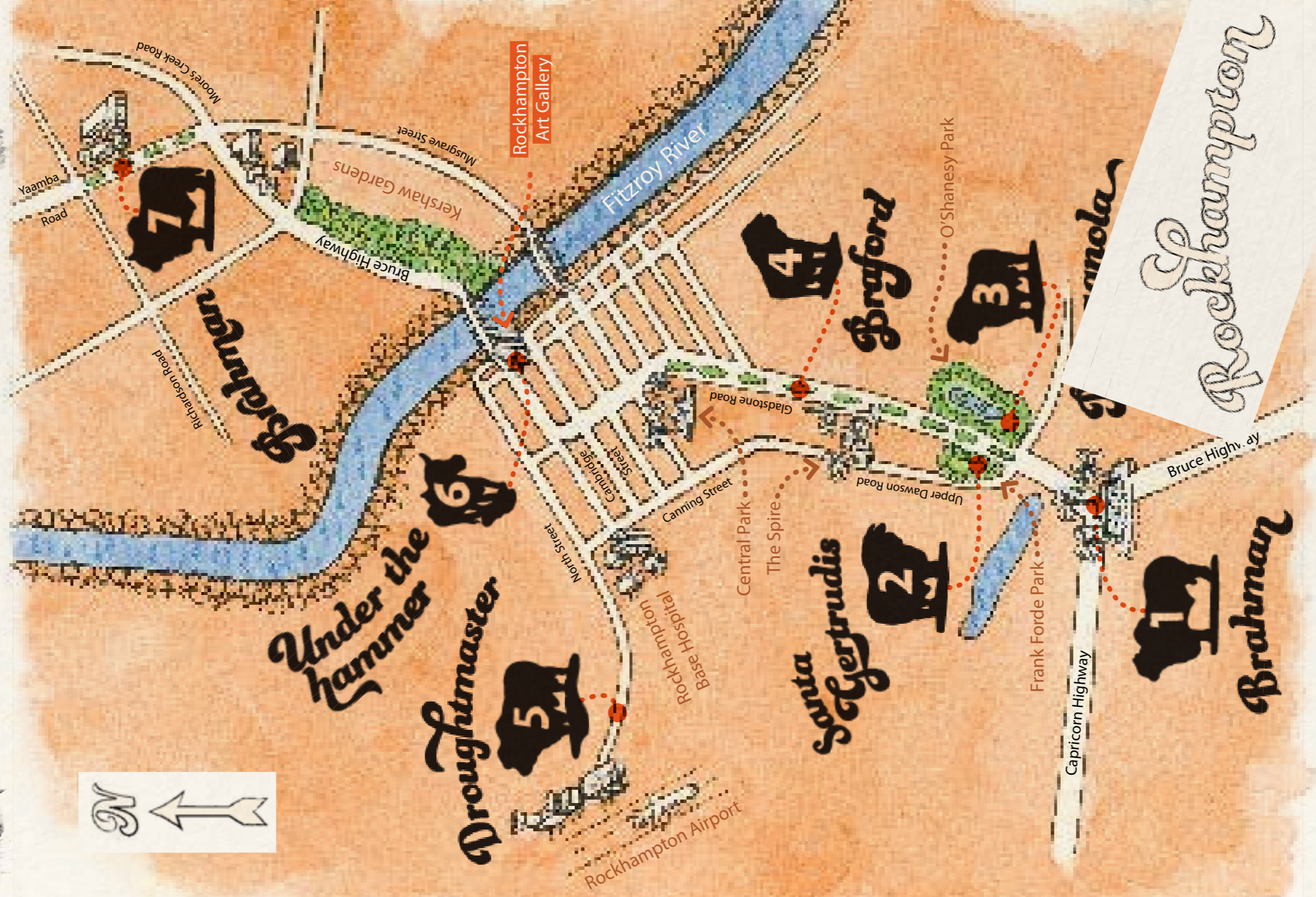




# Where's the Beef?



## ROCKHAMPTON BULL MAP



# Where's the Beef?

**FOLLOW THE COWPAT ROAD!**  
Follow the below link or use the QR code to find the bulls' exact locations.

[goo.gl/maps/67uK0](https://goo.gl/maps/67uK0)



Jump in the car and discover Rockhampton's wonderful world of bull statues – pick up a bit of bull breed 101 and have some fun with Rocky's beef industry icons. Whether you are seeking an insight into the city's cultural identity, looking to learn more about the history of the region's dominant pastoral industry or just coasting for some kitsch kookiness, Where's the Beef? is a works burger upsized with special sauce!

We estimate it takes 40 minutes to visit each of Rockhampton's beefy/bull statues in your car. Remember to add on time for a visit to Rockhampton Art Gallery. It's a blue ribbon event with more than a few modern masterpieces to enjoy.

Illustrations and map by local artist Marilyn Williamson.

Rockhampton Art Gallery  
open daily 10am - 4pm  
[rockhamptonartgallery.com.au](http://rockhamptonartgallery.com.au)



Rockhampton Art Gallery is owned and operated by Rockhampton Regional Council.



The Regional Arts Development Fund is a Queensland Government through Arts Queensland and Rockhampton Regional Council partnership to support local arts and culture.

# Brahman

Born in the USA, this big boy is mighty Brahman. They are the greys and reds that dominate northern Australia and are easily identifiable by their high hump, droopy ears, dangly dewlap and a bellow that would better any baritone.

Originating in the early 1900s, the Brahman or yaks – were born of the progeny of four Indian Zebu breeds (Bos indicus) with an infusion of British-bred cattle (Bos taurus). The Australian Brahman arrived in earnest in 1933 when a syndicate of innovative Queensland cattlemen imported a significant number and kicked off a revolutionary approach to beef breeding.



# Brahman

YEPPEEN ROUNDABOUT | BRUCE HIGHWAY

The gerts as they are often called, are both a familiar face and a firm favourite.

Hailing from southern Texas, the Santa Gertrudis breed was born in 1910 when breeders at King Ranch began crossing Shorthorns with Brahmans. A decade later a bull calf was born and because of his playful nature was named Monkey. He was of gentle disposition, deep beefy red in colour and weighed 498kg at 12 months of age. King Ranch Australia introduced the breed in 1952 and it soon spread

throughout Australia, contributing significantly to beef production in all areas.

In taking a detailed inspection of the statue you may also note the breed's unique red gait (an inherent trait of Bos indicus) which enables them to easily cope with travelling long grazing distances; and you will note that its testicles are tethered in steel to prevent any unauthorised surgery.

FRANK FORDE PARK | BRUCE HIGHWAY

# Romagnola

Ferrari, Lamborghini, Alfa Romeo, Romagnola – Italian designed and built big, they come with big wraps and a big reputation. They are the gent giants of the beef world and were originally developed in the Romagnadistrict of north-east Italy.

For centuries the Romagnola was primarily used as a draught animal assisting in tilling the plains. This living tractor heritage led the breed to evolve towards a progressively more muscular type with bulls averaging 158cm in height and weighing in at 1090kg plus.



# Borgford

With a snazzy red and white coat, and developed right here in Central Queensland, the Borgford is now in favour and flavoured around the world. Easy to polish (fatten), always parky when cleaned, and onto pot their mainstay in the meat biz, they also cut a damn fine rug.

The Borgford breed originated at Edengarry north of Rockhampton in 1946 when the Rea Brothers introduced Brahman bulls to their Hereford breeders in a bid to combat the ravages of drought, cattle ticks and eye cancer.

GLADSTONE ROAD | BRUCE HIGHWAY

# Droughtmaster

Made in Queensland, the Droughtmaster is the end product of the perseverance of the pioneering spirit and testament to industry and innovation. Through careful culling and selection of progeny from the crossing of Bos indicus and Bostaurus genetics, the Droughtmaster breed evolved.

Creating a new breed was not only a tremendous challenge, it also severely 'bucked the system' of conventional cattle breeding in what was a very traditional and conservative industry. The droughtie is a common sight now and likes to rub shoulders (and other parts) with their Bos indicus cousins, the Brahman and the Santa Gertrudis, to make steaks.



# Under the Hammer

...hammer, a sculpture by artist Ron Chittick, is one of the life size carbonnet skins, the sculpture is one of the life size representation of a Brahman bull.

The work was originally created for Sculpture in the Paddock, a 2011 exhibition organised by the Bangalow Show Society in northern New South Wales. Eight artists were matched up with eight farming families to combine their knowledge and talents and create a visual interpretation that reflects life on the land.

ROCKHAMPTON ART GALLERY | VICTORIA PARADE

# Brahman

Rocky's second original bull statue inhabitant is the Yaamba Road Brahman on the north side of town. Like so many of the city's notable features, the bull statues were the brain-child of the irrepressible, Rex Pilbeam.

The original 'Can Do' Mayor, Pilbeam's legacy is both deep and broad, from building a barrage to a massing nationally significant civic art collection; bull statues were just another strategy in the Pilbeam arsenal for putting Rockhampton on the map.

YAAMBA ROAD | BRUCE HIGHWAY

# Brahman

'I charge the citizens of Rockhampton, who have been given the absolute freedom of charge, to cherish the gifts and to protect them against damage, actual or threatened, willful or accidental,' the Mayor said at the unveiling.

It seems Pilbeam was also a visionary and accurately predicted the burden that the bull statues would all come to bear – the struggle to hold onto their balls, and indignity suffered by all of Rocky's bulls at one time or another.

YAAMBA ROAD | BRUCE HIGHWAY



ROCKHAMPTON ART GALLERY | VICTORIA PARADE

Teamed with Brahman breeder Ron Chittick, Daniel used Ron's profession as a nautical engineer as inspiration for the piece. There's the auctioneer's hammer, the artist's hammer, and the metaphorical hammer that all farmers are often under at some stage with a changing climate.

Under the hammer moved in to his new home in May 2015 and now stands sentinel to the entrance of Rockhampton Art Gallery. It is a modern interpretation of the beloved beast that has come to symbolise Rockhampton's past, present and perhaps future.

ROCKHAMPTON ART GALLERY | VICTORIA PARADE

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ROCKHAMPTON ART GALLERY