

16 March 2026

Airport Development Group celebrates fabALICE Festival as Gold Partner, bringing laughter and glamour to the Red Centre

Airport Development Group (ADG) is proud to celebrate its partnership with fabALICE Festival, supporting one of Central Australia's most vibrant destination events as a Gold Partner for 2026.

As part of the partnership, ADG will present the Comedy & Cabaret event featuring acclaimed Australian comedian Mel Buttle, bringing laughter, glamour and unforgettable entertainment to the festival program.

Held from 26–29 March 2026 in Alice Springs, the fabALICE Festival transforms the heart of Central Australia into a dazzling celebration of drag, cabaret, music, comedy and community.

Inspired by the iconic Australian film *The Adventures of Priscilla, Queen of the Desert*, the festival began in 2019 and has grown into a colourful, family-friendly celebration of diversity and creativity set against the spectacular desert landscape of the Red Centre.

As the operator of Alice Springs Airport, ADG sees firsthand the role events like the fabALICE Festival play in attracting visitors and showcasing Central Australia as a welcoming and unique destination.

Airport Development Group Executive General Manager People, Culture and Community Sandra de Kock said ADG was proud to support a festival that celebrates community while delivering strong tourism benefits.

“fabALICE embodies the inclusivity, creativity and cultural vibrancy that make the Northern Territory unique,” Ms de Kock said.

“Our commitment to the Territory drives our support for events that bring people to this incredible destination where everyone feels welcome, seen and supported.

By partnering with fabALICE Festival and presenting the Comedy & Cabaret event with Mel Buttle, we are proud to help create an experience that brings people together, showcases the spirit of Central Australia and supports the local tourism and hospitality sector.”

fabALICE Festival Chair Stuart Ord said the timing of the festival helps attract visitors to the Northern Territory following one of Australia's biggest pride celebrations.

“Our festival is always held after the Sydney Gay and Lesbian Mardi Gras, and we do that deliberately to encourage people to continue the celebration by making the pilgrimage to the Northern Territory’s incredible Red Centre,” Mr Ord said.

“fabALICE gives visitors the chance to experience the energy and creativity of the pride season in a completely unique setting, surrounded by the stunning landscapes and welcoming community of Alice Springs.”

The four-day festival will feature a glittering program of performances and events including comedy shows, cabaret, drag performances, pool parties, and community events, with a focus on the free community stage show and markets on the Thursday evening.

ADG’s support for fabALICE Festival forms part of its broader investment in initiatives that deliver meaningful community impact and encourage visitation across the Northern Territory through sponsorships, grants and partnerships.

For visitors and locals alike, fabALICE Festival promises a spectacular desert celebration filled with glitter, laughter and pride.

Get Your Tickets Here: [Festival](#)

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