

South Qld & Northern NSW Region - Australian Alpaca Association Annual Regional Meeting Sunday November 20th 11.00am Big Sky Alpacas Old Bonalbo NSW

The President, Sue Challacombe opened the meeting at 11.05am (NSW) 10.05am (Qld)

Attendance: Stephen Rowley, Pauline Glasser, Bob Coxon, Jackie Coxon, Sue Challacombe, Esther Sanders, Michelle Malt, Leanne Tunny, Jenny Mackay, John Mackay, Elizabeth Shepherd

Minutes of previous meeting: It was agreed by all in attendance that the minutes of the previous meeting be recorded as true and correct.

Apologies: Ann Livermore, Wendy Summerell, Jeremy Challacombe, Col Glasser, Suvi Paakonon, Myrelle Hirst, Jo Jekel, Sheila Wolfe, Des Johnson, Chris & Craig Chidgey, Rosemary Eva, Liz Coles

2. Presidents report:

Sue Challacombe opened the meeting with an overview of all of the topics covered at the recent AAA meeting in Melbourne:

AAA computer system is undergoing an upgrade

Inbreeding co-efficient information will be available on the AAA website by December 2011

It is unlikely that the show system will be available on the AAA website prior to the forthcoming show season

National Show went well, \$200K income. Profit on show raised was \$2K.

A Proposal for the Australian Alpaca Conference to be held in 2013 has been prepared by the South Australian Government – a copy of the proposal was handed around for everyone to look at, it is extremely well presented and represents the alpaca industry extremely well. The South Australian Government is hopeful that funding by the government might be received in order to aid preparations.

AAA would like to know if each region would like to be registered for GST. Stephen Rowley to contact Jeanette in the office to discuss the issue further.

Although Insight Peru is desperately in need of donations, the AAA cannot donate funds as the AAA funds belong to all members. Insight Peru is not registered as a charity and donations are not tax deductible which may be why they have not obtained adequate funding so far.

The new logo is close to finalization. The logo will be used on labels and swing tags for garments. It is designed to be effective in black and white but will have a coloured version.

NLIS is not going to be introduced with electronic tags because it would cost \$70K per year, Waybills will be used instead. The Decision to introduce NLIS has to be agreed upon all by Australian Camelid producers (not just AAA) before it can be implemented.

Large commercial Alpaca producers are not registering all of their animals due to the expense. A commercial register is being considered. The implementation of a commercial register would also assist with NLIS.

Newsletter: The Board in principle accepted Council comments particularly in relation to electronic communication. The Board believes and acknowledges, as do the Regional Presidents that we are in a 'transition period' and therefore have an obligation to all members so a combination of online and hard copy will be used for the next 12 months.

A National Directory will not be produced by the AAA any more, each region will have to produce its own.

Alpaca Farming will be included in the 'Year of the Farmer'

Hobby Farmer registration did not get passed by AAA. Only 10% of members voted and subsequently it got defeated as it was 4 votes short (*a good reason for all members to take advantage of their voting rights*).

Motion: That the President's report be accepted.

Moved – Sue Challacombe, Seconded – Pauline Glasser, Result – Unanimous

3. Treasurer's report:

Income received - Capitation, advertising, training courses, merchandise sales, interest, newsletter advertising and show income: \$7790.77

Expenses – Advertising, sponsorship, trophies, show expenses, merchandise purchases, newsletter/magazine expenses, training course expenses: \$5279.03

Profit recorded for period 01.07.11 – 31.10.11 of: \$2511.74

It was suggested that the Treasurer should be in charge of 'raising' invoices in order to keep track of future income. Invoices are currently generated from a variety of different sub committee members (ie: Newsletter, Merchandising) but this will become a centralized task.

Motion: That the Treasurer's report be accepted.

Moved – Esther Sanders, Result – Unanimous

4. Secretary's report:

Correspondence in: A variety of requests to forward information onto members was received.

A request to prepare and distribute a banner advertising a company 'For Sale' was received.

Correspondence out: Response to company asking us to prepare 'For Sale' flyer was sent, it was suggested that they contact the AAA and obtain the database names and prepare the flyer for themselves.

Motion: That the Secretary's report be accepted.

Moved – Leanne Tunny, Seconded – Pauline Glasser, Result – Unanimous

5. Sub Committee Reports:

Animal Health & Welfare Officer: No report – We do not have an Animal Health & Welfare Officer at present, the position is vacant - a willing participant would be most appreciated.

Education Officer: No report – We do not have an Education Officer at present, the position is vacant - a willing participant would be most appreciated.

Webmaster: No report. Stephen Rowley was not asked to present a report.

Marketing Officer/Merchandising Officer:

Nimbin and Lismore Displays were held in the period since the last meeting, both had good positioning and were successful. \$130 of merchandise was sold at Nimbin and over \$400 at Lismore. Myrelle Hirst was interviewed by ABC Radio in regard to the Lismore display.

It was noted that there was not a lot of 'traffic' at the Gold Coast Show and no merchandise was sold, a suggestion that we request a new position for 2012.

In 2012 we will continue with Primex, Lismore, Nimbin and the Gold Coast shows with a possibility of adding Bangalow. A fee of \$950 applies to Primex 2012 to catch the 'early bird discount'. This option has been taken up and \$612.50 has been paid to date with the remaining balance of \$337.50 being due closer to the event in June.

Since 30.07.11 we have sold \$665.40 of merchandise at shows and displays (merchandise is marked up by about 25%). Socks and pillows have proved to be most popular.

The region has products on consignment from Ebony & Ivory Alpacas and made purchases from The House of Alpaca and Creswick Mills. We need to sell as much as possible before we purchase anymore.

Current stock on hand is \$1626.59 (this figure needs to be added to the balance sheet as an asset).

A new member generated from this years NAW in our Region has been allocated to Central Coast and Hunter Region in error by the AAA. Bob to follow up and have the adjustment made if appropriate.

Motion: That the Marketing report be accepted.

Moved – Bob Coxon, Seconded – Elizabeth Shepherd Result – Unanimous

Newsletter Editor/Fleece Liaison Officer: Every President, Secretary and Newsletter Editor is supposed to get a copy of the Advocate Newsletter. To cut costs down, Pauline Glasser has decided to just send them to the President and the Newsletter Editor. All in agreeance. The next newsletter will be in January 2012.

There has been quite a bit of interest in advertising in our newsletter. Newsletter is full colour now. The advertising income obtained - pays for the production of the newsletter.

Motion: That the reports be accepted.

Moved – Pauline Glasser, Seconded – Michelle Malt Result – Unanimous

General Business:

The **Toowoomba Show** Society advised that we would not be granted the use of the large hall in 2012, BUT after a meeting with Brett Winterbine, the Show Society have agreed to give it back to us. Pauline Glasser will be the Fleece Coordinator and Brett Winterbine will be the Show Coordinator. Pauline advised that she received a \$50 fuel card for volunteering her services at the EKKA as fleece coordinator and suggested that our region could look at a similar incentive scheme.

The show panels are currently at Wendy Summerell's home being stored but they will be moved to Leanne Tunny's early next year.

Back in July, our region wrote to the Qld Region advising that we required assistance in the coordination of the Toowoomba Show as we had very few members in the area. Brett Winterbine

has agreed to coordinate the show as a result of our request (*although we have not received any official correspondence back in writing*).

Our region has agreed to commit to 50% of the running costs of the Toowoomba Show.

Correspondence was received by Sue Challacombe from the **Ipswich Show Society**, they are seeking a Chief Steward for 2012. The Show is on the 18th, 19th and 20th of May 2012. Stephen Rowley had contacted Julie McGregor to see if she would convene the show next year, she said she would and had no idea why the correspondence from the Ipswich Show Society had been sent out. Stephen Rowley agreed to contact the writer of the correspondence from the Show Society to find out what is going on.

Brett Winterbine had previously indicated that he would be available to coordinate the Ipswich Show if Julie McGregor was unavailable. It was decided that the Ipswich Show should become a 'display' this year rather than an animal show as it clashes with the Gympie Show. The Gympie Show may reflect on the amount of animals that attend the Ipswich Show. Rather than run the show with very few animals, it may actually look better for the industry to run it as a display. Leanne Tunny and Esther Sanders indicated that they could assist with bringing animals to the show if it was agreed that it turned into a display only.

Some of the members suggested that members in the Ipswich area be contacted by phone to see if they would be interested in assisting with show/display.

Toowoomba and Nanango shows are very close together and the Gympie and Ipswich shows clash.

Grafton Show will be held on May 4th and 5th – it is now a Colourbration Show! Instead of judging animals by age, they will be judged by colour. There will be a supreme of each colour but no Supreme Champion. It is hopeful that the change to a Colourbration Show may bring more fleeces out for judging. There will be a different sequence and format to the show.

Gold Coast Show: Wendy Summerell has been very unwell and will not be available to coordinate the Gold Coast Show in 2012. It was decided that Esther Sanders and Leanne Tunny would gather a team of willing volunteers together to co-convene the show.

2012 Show Sponsorships:

Michelle Malt put forth a Show Sponsorship package for consideration and discussion at the recent committee meeting. By offering sponsorship packages to our members across the regional shows, there is the potential to improve the financial return of our shows and the promotional opportunities to our members.

Financial Return - this would be achieved by charging a consistent sponsorship rate and having sponsorship organised well in advance, so that the Convenor of each show has a budget allocated for trophies from the sponsorship raised and does not need to seek sponsors for each unique event. The regional committee could then plan for each show with some certainty of income generated by sponsorship.

Promotional Opportunity for Members - currently show sponsorship opportunities are offered on an ad-hoc, show by show basis, and there is no clear indication of what return is provided for the sponsorship dollars outlaid by members. Requests for sponsorship across shows are generally extended via email, or to a small group of members, and are often sought after the show schedule and entry forms have been distributed, so that the promotional opportunities are limited to the exhibitors attending the show via the catalogue and announcements by the MC on the day (if they remember to acknowledge sponsors). By seeking sponsors at one time, across all shows, all members will receive a request to provide sponsorship for the regions shows. This proposal can also be sent to business owners who may be interesting in promoting their products and services to our members.

The committee have decided to take up option A which is outlined below:

Proposal B: Alpacas – Supreme Champion sponsorship \$50/show, \$135 all 3 shows; Champion sponsorship \$20/show, \$50 all 3 shows; Reserve Champion sponsorship \$10/show, \$25 all 3 shows; Misc sections \$15/show, \$40 all 3 shows. The potential income from Proposal B is \$1670.

The offer to the sponsors is proposed as follows:

- Recognition in the Show Schedule,
- Recognition in the Catalogue,
- Recognition on posters that would be displayed in the pen area/s at each show;
- The option to display their stud banner adjacent to the ring area at each show where they are a sponsor;
- Acknowledgement by the MC throughout the course of the day;
- The opportunity (if present at the show) to present the trophy to the winning exhibitor in the section/s they have sponsored.

In addition, show sponsors could be acknowledged on the regions website on the Shows page.

It is proposed that the offer of sponsorship options be extended to members via an upcoming edition of The Advocate, with the offer being available for all three regional shows to be held in 2012 – Ipswich, Grafton and Gold Coast.

Educational Events

Michelle Malt with the assistance of Rosemary Eva and Liz Coles, have offered to run a workshop titled *Preparing Your Show Team* – this workshop is scheduled for February 2012. It is anticipated that this workshop will be run at McLaren Vale Alpacas at Tamborine Qld, subject to sufficient participants.

Michelle Malt has also offered to organize a workshop with Alicia Anderson of Regal House Alpacas. Alicia is a Certified Camelid Dynamics Practitioner who has been to the United States to study under the Camelid Dynamics program. Alicia is a partner in Regal House Alpacas and has been breeding alpacas for 15yrs, has been Chief Ring Steward for major shows in Australia

including the AAA National Show for the past 13yrs and has been conducting Steward Courses around Australia on behalf of the AAA for the past 3yrs. Alicia is passionate about teaching handlers the best way to interact with their alpacas in a kind, respectful, effective, fun and safe way. It is anticipated that the workshop will be held in June at Big Sky Alpacas at Old Bonalbo NSW and will be \$90.00 per person (subject to sufficient participants).

Although Michelle Malt is not our official "Education Officer", she has also agreed to co-ordinate a Worm Count workshop. This workshop requires you to bring your own microscope and will most likely be run in both NSW and Qld around September 2012.

The three workshops itemized above will also be complimented by the 'Wonderful World of Alpacas' workshops organised by Bob Coxon.

Pauline Glasser is interested in running a Felting Workshop. A date has not been set for the workshop as yet as it is subject to enough participants. If you are interested in attending a Felting Workshop, please email Pauline at cpg4764@bigpond.net.au and indicate your interest.

It was agreed that the Region would assist in financially subsidizing workshops when and where appropriate.

Focus Conference 2012 Gold Coast

The Qld region have contacted our region to see if we would be interested in assisting in the running of (and/or financial commitment to) the Focus Conference in November 2012. A number of members have agreed to assist in the preparations of the Conference but more volunteers would be most welcome. We have not made a formal commitment to assist financially at this stage.

Breeders Directory

The AAA have advised that they will not be printing a Breeders Directory anymore. It is up to each individual region to produce their own. It was decided that rather than *assume* all members want to be included in the directory, the committee would contact each individual member to ask if they would like to be included in the Breeders Directory – some members may prefer not to be included as they do not have animals to sell. Some people may wish to be included but just list themselves as a member that is prepared to offer advice. Local business within our region would be contacted to see if they were interested in purchasing advertising space in the directory. The Breeders Directory is distributed at Shows, Display and sent to all people that make enquiries through AAA.

Charlie Vella of The Hunter Region has contacted our Newsletter Editor, Pauline Glasser. He has asked Pauline if our region would be interested in co-producing a newsletter with the Hunter Region. It was undecided as to whether we would join forces or whether we would just offer them advertising space at a reduced rate and charge their members a membership fee. Pauline would have an indepth discussion with Charlie Vella before any commitment is made.

Panels: As the Grafton Show is now a "Colourbration Show", it is possible that more panels would be required. Rather than purchase more panels, it was agreed that our region would borrow panels from Armidale and also have the panels that are currently stored at Wendy Summerell's property. A company would need to be employed to tow the panels to Grafton, alternatively if a member volunteers to do it, they would be reimbursed for transportation expenses.

Meeting closed at 1.05pm (NSW) 12.05pm (Qld)

The next Annual Regional Meeting will be held in February 2012 at McLaren Vale Alpacas (date to be confirmed).