

## **Lilydale PADDOCK to PRODUCT Alpaca Promotional Event Report – Nov 2018**

Weather was fabulous and many people came through the shed.

Alpacas to pat, feed and have a photo taken with proved very popular!!

VYTEC ran a successful youth alpaca show over on the Melba Park under the shade of the oak trees.

Alpaca interactions, meat sales, weaving and spinning display and various garment and product sales together with the VYTEC Show ensured this was a comprehensive display of the alpaca industry and all participants enjoyed networking and seeing what others were doing.

Although I think this was a very good promotional event for alpacas the downsides were:-

- Sales of alpaca related product was low, my feeling was that the majority of product on display was:-
  - too high end for the families with children in pushers looking for entertainment rather than gifts.
  - wrong season for warm winter woolly purchases
- VYTEC show would have been better if it was run closer to other displays. The park where it was held was about 200 meters away.

I am sure that Lilydale will be keen to have us back. Therefore things to consider would be:-

- increasing animal interaction activities.
  - VYTEC do a wonderful "build the alpaca" activity which could be built on and walk an alpaca could also be expanded. Both these activities were run by VYTEC but only for short times during the day. All funds went to VYTEC
  - The alpaca photography/feed an alpaca were run in the shed by VER and we asked for a gold corn donation - this raised \$115 but could be easily expanded to raise more money, if needed.
- It is hard to gauge whether this event will increase the interest in alpacas. There were certainly many questions asked and information provide. The VER Q & A leaflet was handed out all day.
- Cost of the event was very low as Lilydale provided the venue FOC.
  - VER charged \$50 per 2 x 2 meter space for stall holders. This raised \$600.
  - Nic and I picked up and returned the animal pens and VER trailer for use in the shed
  - VYTEC managed to get Lilydale to collect the pens they required.
  - The funds raised from stalls and photography will go into the VER account and offset the printing of the VER Q & A brochures. \$115

**I would like to raise this and other promotional events for discussion at the next committee meeting. I feel we need to have a direction and plan for the next 1-2 years - (Viv's Objections for the future will help direct this). These events take a considerable amount of time and effort to organise and as a region we need to make sure we make the most of and rationalise the opportunities we are given.**

Thank you emails were sent to all who participated as stall holders, demonstrators, studs providing alpacas and volunteers.

Stall Holders

**Erehwon Alpacas, Clifden Alpacas, Fibre Naturally, Annkea Alpacas, Joma Alpacas Baringhup Alpacas ( central Region), Alpacas on the Hill, Avenel Ridge Alpacas (cantral region), Tallorook Meat Co.**

These alpaca studs are making some truly beautiful product.

And the volunteers many of whom were not AAA members but owned small numbers of alpacas as pets but were thrilled to be part of this event.

**Kath Borrow, Robyn Von Stokirch, Jodie, Leanne, Eden, Elissa, Veronique, Elaine, Heather and Paul Gardner**

Regards

Lynda Holdsworth