



Australian Alpaca Association Ltd.
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MINUTES OF MEETING ORDINARY REGIONAL MEETING

DATE: Sunday September 9th 2012

At: Cardinia Cultural Centre, Pakenham

Present: Vivian Blacker, Kath Borrow, Robyn Callaghan, Jean Daddo, David Daddo, Joanne Daniel, Robin Daniel, Heather Gardner, Paul Gardner, Marilyn Fletcher, Marie Fitz-Gerald, Daphne Gregory, Keith Gregory, Lezley Golding, Barbara Kappes, Karl Kappes, Colleen Long, Wendy Lyons, Karen McLaughlin, Bob McLeod, Helen McLeod, Rhys Owen, Elizabeth Paul, Trevor Parry, Ann Parry, Steve Pate, Sue Pate, Chris Pendlebury, Russell Pendlebury, Heather Scott, Lindy Smith, John Spencer, Alan Steele, Diane Steele.

Apologies: Arthur Biri, Carmel Byrne, Robert Beard, Denise Beard, Romanie Blacker, David Callaghan, Mary Ann Drysdale, Steve Golding, Deborah Jobson, Bridgette Kat, Keith Kat, Louise Lazarus, Pat Lazarus, John McLaughlin, Jen McDavitt, Kay McNeill, Jeff McNeill, Sean Munley, Patricia Munley, Julie Parker, Alison Quagliani, Margit Rossi, Michelle Simberg, Joy Skinner, Wendy Talbot, Hans Van Poppel, Joy Walker, Annette Woodgate, Keate Woodgate.

Welcome: Steven Pate, President

Steve began by thanking Trevor for his hard work and leadership over the past 2 years and thanks to Rose Thorogood for her work as Secretary. He wished her well for the future and hoped she would be back with us soon.

Confirmation of Minutes of Previous ORM : 1 April, 2012

Moved: Trevor Parry Seconded: Steven Pate

Business Arising from Previous Minutes: None

Correspondence: Correspondence lists were tabled and taken as read.

Promotion and Marketing Report: Steven Pate

The past year has seen several new events and initiatives to add to those we have used in the past to communicate and promote our industry and our region. Let me step through the various communication and marketing mediums our region employs -

*Traffic to the VER **website** is steadily growing - with significant increases in the first half of the year - presumably around certain events such as the Spectacular and Colourama.*

Advertisements -

- 75 alpaca for sale ads - steadily growing
- 32 stud sire ads - also steadily growing

Other ads are static - we probably need to keep reminding our members of the options available.

A huge effort by the Colourama Convening team of this inaugural event resulted in a very successful first show. 260 animals and 95 fleeces was a great result and the feedback from those who attended has been very positive.

We expect to increase on these numbers in the second year, now there is a reputation to build on, but the venue has a capacity limit so it will likely be a 300 animal limit. It may well be "get in early or miss out".

As part of the promotion for Colourama an eNewsletter for the event was created. 5 of these were sent out to VER members plus past participants at Colourbration, both leading up to and after our new event.

A generic VER eNewsletter was also started and 2 editions sent out to members - one of these was to feature the VER Spectacular.

Another part of the Colourama promotion was to create a Colourama facebook page.

• Colourama now has 217 friends

A facebook page was also created for VER generically, initially to promote the Spectacular, but it can be used for a variety of purposes, including as an on-line forum.

• VER now has 63 friends

Sign on and use it as a way of communicating with other VER members. You can post pictures, add comments and join in chats with other members.

National Alpaca Week - During the period 11-20 May. 11 VER members participated this year.

Royal Melbourne Show

This year a display in the main animal pavilion has been organised. Each Victorian region has been allocated 2 x 2mx2m pens for animals and displays. VER will be setting up a static display of information, plus animal displays. We still need volunteers to man these - with or without animals. This is a great opportunity to promote our industry as well as your own stud to other rural businesses as well as the general public.

Volunteers for the coming year

All activities in our region require volunteers to organise and run them. The committee will be actively seeking volunteers from our membership to participate in this way. In some cases it may be to totally organise an event or activity. In others it will be to be part of the team. The more we can spread the load, the more we will be able to achieve.

Moved: Trevor Parry

Seconded: Joanne Daniels

Carried

Treasurer's Report:

Had been tabled at the preceding ARM

Show Report: Bob McLeod

The show season for 2011- 2012 had 5 shows

SHOW	ANIMALS	FLEECES	ANIMAL JUDGE	FLEECE JUDGE
Lardner Alpaca Show	165	22	Lyn Dickson	
Sale Ag Show	105	11	Chris Williams	
Alexandra Ag show	186	21	Bill Robbins	Nerida Aldred
Berwick Ag show	139	32	Wendy Billington	Kylie Martin
RedHill Ag show	129	38	Ron Reid	
TOTAL	724	124		

The 1st show of 2012-13 season has been completed - Lardner Show - 153 animals and 14 fleeces.

Closing dates for the upcoming shows:

Sale Ag show	5th October 2012	Shane Carey
Alexandra Ag show	12th October 2012	Angela Pruess (A)
		Jillian Holmes (F)
Berwick Ag show	25th January 2013	
RedHill Ag show	22nd February 2013	

Remember if entries are above the available space limit on the closing date, exhibitors with the highest numbers will be asked to reduce their entries. **NO LATE ENTRIES WILL BE ACCEPTED.**

On behalf of the region I thank everyone who helped with schedules, entries, catalogues, show set up and stewarding.

2012 Royal Melbourne Show- Saturday 22/09/12 to Monday 24/09/12

Arrival times: Friday 21/09/12 - 4.00pm to 9.00pm OR

Sat 22/09/12 5.00am to 6.30am

Departure times: Monday 24/09/12 after 7.00pm and before 6.00am Tuesday 25/09/12

Venue- The Weekly Times Livestock Pavillion

Entries closed on July 27th 2012

Judging

Timetable: (subject to change)

Saturday: Huacaya juniors; Suri juniors, intermediate, adult & senior

Sunday: Huacaya Intermediate, adult, senior & mature

Monday: Huacaya fancies, junior judging, junior handler,
Supreme, Best colour,
& Royal colour Huacaya &
Suri

David Daddo mentioned that Red Hill Show has been moved back to Easter Sat. 30th March 2013 which should be an advantage to all.

VER Spectacular Report: David Daddo

Saturday evening - the 21st April and the Banquet Room at the Cardinia Cultural Centre was a picture. Members and friends were gathering for our Presentation Night - the Region's 17th Annual Dinner and Fleece Competition.

The tinkling sounds of the grand piano filtered throughout the room. The silverware, that was the brace of trophies awaiting presentation, gleamed in the soft lights. Fleeces tumbled in colourful array, The superb collection of handcrafts bespoke of the skills of their creators. Photography exhibits told all that the camera lens had seen.

Guests mingled over pre-dinner canapes and drinks before moving to the centre-piece, balloon festooned, tables for the buffet style main course, served from the Centre's carvery.

Conversation levels lifted.

Trivia questions filled the air.

The acknowledgements of the award winners was in the applause heralding the fleece competition announcements; the presentations for Alpaca of the Year and the 10 Year Committee Service Award.

The buzz of excitement as bidding at the silent auction moved to its climax. The warmth of friends; the networking; the shared discussions - this was indeed a very spectacular, V.E.R SPECTACULAR.

To all who were there - thank you for making the night so special, so enjoyable and so successful.

For the statistically minded, 83 guests enjoyed a complimentary drink on arrival and dined on carvery slices of roast pork, roast lamb and chicken served with a spinach and ricotta cannelloni and seasonal roasted vegetables.

A brandy snap basket filled with a combination of fresh fruit with seasonal coulis and a scoop of sorbet brought guests back to the tables later in the evening.

In excess of 80 fleeces were presented to Judge Pam Baxter.

12 sponsors generously donated products in support of the Silent Auction, which accumulated \$3200 of the Total Income of \$9600 generated by this year's V.E.R. Spectacular.

The entire event, incorporating the Dinner; the Fleece Competition; the Alpaca of the Year awards and the 10 year Committee Service Awards was brought to members at a net cost to the Region (as noted through today's Treasury Report figures) of \$2200. A most satisfactory outcome.

And now, onwards to next year. Subject to Committee approval, planning will very soon get under way. A task force is yet to be finalised and decisions made as to how, when and where our 18th Annual Dinner and Fleece Competition will be staged.

It is certain that an exciting evening will unfold. Keep your diary dates for next April/ May relatively clear, pending an early advice. We look to your ongoing support and participation, in what has become a permanent annual fixture in our Region's calendar - our main event, our V.E.R SPECTACULAR 2013.

Heather Gardner asked if there will be a stud auction next year? David replied that it was a deliberate decision made for last year, but that may change for next year.

Workshops & Training Report: Lezley Golding

In the past year the Region has run several workshops for members, all of which have been well attended.

2011

September 17 2nd Felting for beginners
November 13 Shearing Workshop at Oasis Alpacas
November 27 Shearing Workshop at Stevley Park Suris

2012

April 15 Alpaca Handling at Pitchingga Ridge with Nerida Aldred
May 27 Alpaca Handling at Pitchingga Ridge with Nerida Aldred
September 2 Alpaca Handling at Lowanna Alpacas with Nerida Aldred

Upcoming Workshops

September 16 Alpaca Handling (Advanced) at Pitchingga Ridge

Workshops in pipeline

Fleece hand spinning- Louise Lazarus
Farm safety- Michelle Simberg
Parasite identification-
Fleece Assessment- Huacaya and Fleece Assessment- Suri
A-Z of showing
Pasture Management

General Business:

Colleen Long thanked the Region for organising members to help her to move while she was ill and to thank everyone who was able to help out, and those that were unable to do so but sent their best wishes.

Steve Pate urged members to take up the opportunity of attending the 2 pens being provided at the **Royal Melbourne Show**, either with animals for display or by manning the stall to promote the Alpaca industry.

Industry Image : Lindy Smith recounted a very negative phone call from a regional publication looking for advertising, suggesting the industry is struggling- we need to keep presenting the positive aspects of our industry. Trevor Parry reported a very positive call from the ABC in Sale about a feature on Alpaca meat. Steven Pate said new portfolios will be created to better promote the region and the industry eg: media liaison officer, school liaison officer and others.

Rudi Balde : Lezley Golding received an email to say that he is recovering from surgery and is having Chemo. Support would be welcome.

Members' Involvement : Wendy Lyons stressed the need for wider membership to be involved by spreading VER Events across the whole region. Lindy Smith was concerned that the region also address the needs of members who don't "show". David Daddo pointed out that membership is falling nationally as well as in the Eastern Region, and we need to focus on providing value for membership.

National Alpaca Week : Concerns were again expressed about the timing of NAW and the consequent weather issues. A change of date should again be raised with the AAA Council.

ORM CLOSE: 12.30 PM