



The Royal
Agricultural
Society

of Victoria

Excellence in Agriculture

1 9 9 4 / 9 5 A N N U A L R E P O R T



The Society's Mission

The Society shall promote the progress and pursuit of Excellence within all aspects of Victorian agriculture.

The Society is pursuing this mission via three key strategies:

- competition and education
- maintaining the Royal Melbourne Show as the pre-eminent event in Victoria
- redeveloping the Society's main asset, the Royal Showgrounds, to provide a year-round income stream to help maintain its financial viability.

Some History Highlights:

- 1848 - The first competitive ploughing match staged on the Moonee Ponds, not far from the present Showgrounds, by the new Port Phillip Farmers' Society.
- 1870 - Port Phillip Farmers' Society disbanded and the National Agricultural Society of Victoria formed, modelled on the Royal Agricultural Society of England.
- 1871 - The first Show held, at Emerald Hill.
- 1883 - The first Show at the present Ascot Vale Showgrounds site.
- 1890 - Queen Victoria assented to the use of the 'Royal' prefix and the Society became The Royal Agricultural Society of Victoria. The motto 'Speed the Plough' was adopted.
- 1910 - The first 'Massed Parade' of horses and cattle on the Main Arena at the Show.
- 1913 - The Show Day Public Holiday declared.
- 1934 - All previous Royal Melbourne Show entry records broken.
- 1934 - Violet Murrell and her hack Garryowen perish in a stable fire. The following year the Garryowen Trophy was instituted in her memory.

1937 - The first night sessions at the Show.

1948 - The beginning of Main Arena entertainment at the Show.

1950 - Royal Melbourne Diamond Jubilee Show.

1960 - The Commonwealth Development Bank/RASV Victorian Farm Management Competition started.

- The National Australia Bank Animal Nursery started at the Show.

1975 - The Bonlac Commercial Dairy Herd of the Year competition started.

1976 - The Weekly Times/RASV Commercial Flock of the Year started.

1979 - The Genetics Australia Share Farmer of the Year competition started.

1993 - St. George Bank, became the naming rights sponsor for the Royal Melbourne Show.

1994 - Show Day Public Holiday revoked.

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PRESIDENT'S REPORT

It is my privilege to be able to present you with the Annual Report and Financial Statements for the Society for the year ending 31 March 1995.

The year has seen changes to the Society of very great significance designed to enable us to more efficiently and effectively proceed into the 21st century with confidence for continuing success in our quest for the promotion of excellence in agriculture.

Our financial results for the year are considered acceptable, if disappointing, considering the many changes which have taken place during the year. The net loss for the period after abnormal items was \$252,382 (1994 profit \$229,637) with four key causes:-

- A significant marketing cost in repositioning the Royal Show and reversing the declining attendance despite the loss of the Show Day Holiday.
- The initial cost of preparation of the Redevelopment Plan for the Showgrounds.
- Restructuring of the Society.
- Additional Police Charges over previous years reflecting the Government's "user pays" policy.

It is envisaged however, that next year we will have a better result and that the increase in Show attendances in 1994 will see a further improvement in 1995.

The economic impact of the Show on the State's economy is estimated to be in the vicinity of \$100,000,000 with a direct contribution to farm income of \$9,000,000. These are very significant figures that cannot be dismissed lightly.

The Royal Melbourne Showgrounds must be redeveloped and planned in an orderly manner so that they become recognised as a major educational and community resource of state-wide significance in order to facilitate their usage throughout the year. The task is not easy; it has only just begun, and it will require

not only the full resources at our disposal but the support of a great many people in the community to bring it to a successful conclusion.

On 9 May 1994 we welcomed our newly appointed Chief Executive, Mr Peter Payne. He came to us originally trained as an accountant but more recently with extensive experience in marketing both in Australia and Europe, a job which required innovation and administrative skill. We wish him well in the challenges facing him, for his role is pivotal to the future of the Society.



Later in May we received a report commissioned from Mr David Crawford of Peat Marwick with recommendations on the restructuring of the Society. A number of recommendations relative to improving the then existing situation, with a view to both streamlining decision making and meeting the requirements of modern business practice, were included.

At a Special Meeting of Council on 27 June, 1994 the report was adopted unanimously and in principle with some minor modifications. A Board of Directors, elected by the Council, and consisting of no more than 10 members, was established. We have been pleased to welcome to the Board and the Council since that time Mr Jack Seymour and Ms Sue Natrass - both people with very extensive business experience, a keen interest in the future wellbeing of the Society and who will, I am sure, be of great assistance to the Board in its deliberations.

While the business affairs of the Society will be the responsibility of the Board, the Committee system, which has long been effective in assisting with the putting together of the Royal Melbourne Show, will remain substantially the same and will operate with increased emphasis on agricultural, educational and associated activities.

The role of Councillors and Management will require even greater effort and will become more critical to our future in meeting the changes due to modern technology and practices and the parameters set for financial control, combined with improved competition and exhibition.



Left: J. Keith Buchanan, President.

PRESIDENT'S REPORT (Continued)



During the Spring Session of the Victorian Parliament we were successful in our request to have the Showgrounds Act of 1931 amended. This will eventually allow the Society much greater flexibility in its use of the area and we are grateful to the Government and the Minister for Agriculture, the Hon. Bill McGrath, for making this possible.

In addition, the Showgrounds is now the direct responsibility of the Minister for Planning (at present the Hon. Robert Maclellan) in dealing with development proposals for the site.

The Premier's request for the Society to develop a five year business plan has been considerably progressed and we appreciate the assistance and encouragement from a number of people in this regard, especially from Ministers and Government representatives.

In December we agreed to join with the Australian Sheep Breeders' Association to act as partners in running the 1995 Sheep & Wool Show - this is hoped to be the forerunner of even greater successes with this important event.

The Royal Summer Horse Show was a continuing success in January and is envisaged to become another big event for the Society.

Our thanks go to, our Patron, Victoria's Governor, His Excellency The Hon. Richard E. McGarvie and his wife. His Excellency again willingly opened our Royal Show and extended his hospitality to us and a number of our visitors and overseas judges at Government House.

Mr Colin Kelly was appointed an Honorary Life Councillor in December and the Society saw fit to award Honorary Life Membership during the year to eight people - four members of staff and four stewards - all had given long and distinguished service. Congratulations to them all, and also to my three Vice-Presidents who were re-elected unopposed in February 1995.

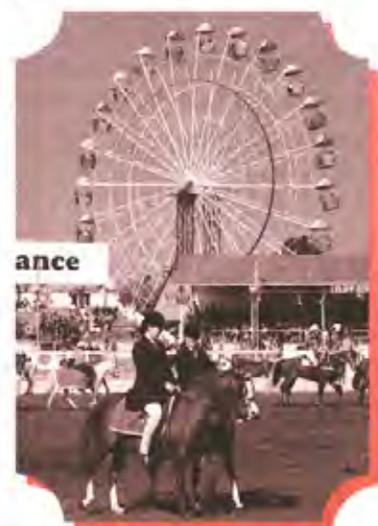
I record the Society's sorrow in hearing of the passing of long-serving Honorary Life Councillor Mr Robert Hunter in May 1994.

I put on record the appreciation of the Council to the vast army of people who put in so much effort to make the Show the wonderful event that it is. The Show is a great educator - it provides not only education and enjoyment for the urban population but a benchmark from which all who participate competitively have something to learn and to aspire to. It would not be possible without a contribution from so many - Sponsors - Exhibitors - Judges - Stewards - Members and helpers and our hard working Senior Management and Staff.

In addition, there are many other activities held under the umbrella of the Society and we express our thanks to all who are contributors.

In conclusion, I express appreciation to all Councillors and Members who, during the course of the year brought to finalisation the merger of the Royal Agricultural Society Victoria Inc. and R.A.S.V. Limited. This merger, together with the adoption of new Articles of Association, was made reality on 21 March, 1994, at an Extraordinary General Meeting of R.A.S.V. Limited followed by a Special General Meeting of members of the Royal Agricultural Society of Victoria Inc. There seems to be no doubt that your decisions taken in 1994/95 will ensure the Society has every possible chance of continuing long term success.

J. Keith Buchanan
President



CHIEF EXECUTIVE'S REPORT

Overview

The Society is at a watershed in its long and proud history, with its two main assets - the Showgrounds and the Royal Melbourne Show - facing considerable challenges.

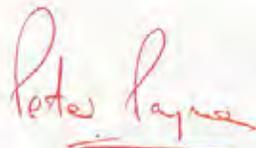
The 1994 St. George Bank Royal Melbourne Show was our 136th and reversed the downward trend in attendance despite the loss of Show Day. With an attendance of 660,063 it was our largest since 1990 and reflected new marketing and Show administration strategies, and continued improvement to facilities. An exit poll of patrons indicated that more than 95 per cent enjoyed their day at the Show. And the general media response was highly positive.

The redevelopment of the Showgrounds is now a priority and an integral part of the Society's continuing financial viability. The objective is to guarantee the future of this important site for the people of Victoria and to provide the facilities and commercial opportunities necessary to create an independent income stream for the Society.

Despite this requirement for upgrading and redevelopment, activity and revenue from year-round sites at the Showgrounds has grown well during the year. We estimate that an additional 1,000,000 people utilise our facilities attending many hundred different events and activities throughout the year representing different aspects of Victorian life.

Our Members have continued to support us and we are working hard to improve the benefits and services available both at Show time and year-round.

In conclusion, I would like to thank the Council, Members and Staff for their support during the year. The Society is in a period of considerable change and, rather than fear it, we must manage and optimise the benefits from that change.



Peter Payne
Chief Executive

Strategic Development

The Society is in the early stages of a comprehensive change in the way it operates in meeting its mission to "promote the progress and pursuit of excellence with-in all aspects of Victorian Agriculture". The broad strategy is to significantly improve the financial viability of the Society by:

1. Ensuring the Royal Show continues to be Melbourne's major community event, promoting excellence in and awareness of the importance of agriculture to all Victorians.

The Show is a unique forum for interaction between City and Country and over the next few years we will continue to improve standards of food, entertainment, customer service, educational opportunities, the physical environment and the commercial

relevance to rural Victoria.

2. Redeveloping the Showgrounds in stages, to maximise the financial returns from the Society's main asset.

It is an historical site of state-wide significance with unique logistical advantages. We need to enhance its traditional rural use, improve Show time facilities for exhibitors and develop other rural based Shows and, with venture partners, redevelop to provide independent income streams.

3. Ensuring year-round use of the Showgrounds.

There is significant opportunity for both increased rural focus and non-rural use as a secondary exhibition, functions and sporting facility.

4. Strengthening and projecting the market presence and commercial relevance of the Society and the Royal Show.



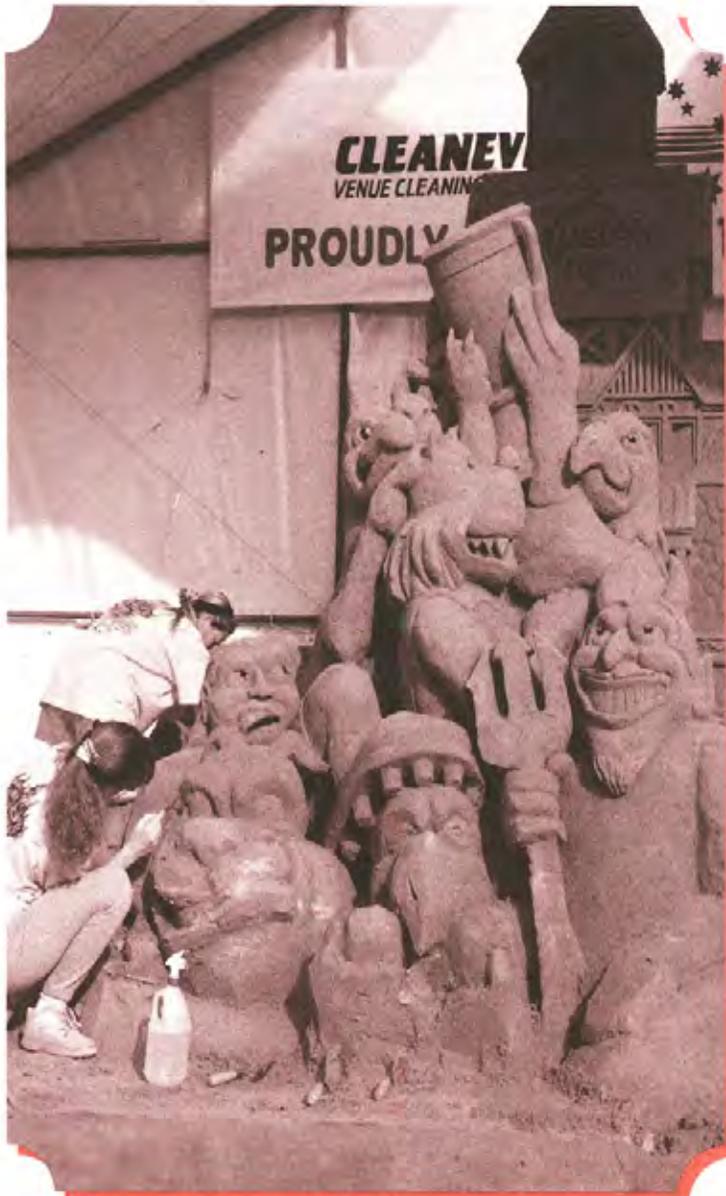
Left: Peter Payne,
Chief Executive



The St. George Bank Royal Melbourne Show



*Above: Cultural exchange at the Koorie Living Cultural Centre.
Below: One hundred tonnes of sand were used in this Sandsculpture.*



The St. George Bank Royal Melbourne Show was the largest public event in Victoria in 1994 attracting some 660,063 people over its 11 day period. This was an increase of five per cent over 1993, the highest attendance since 1990 despite the loss of the Show Day holiday, and reflects changes to the Show's marketing and facilities.

In total there were 32,842 entries from 9,315 exhibitors. Record entries were received in the Alpacas; Bacon Pig Carcase Competition; Beef Cattle - Black Simmental, Maine Anjou, Red Angus, Tarentaise, Welsh Black; the Australian Beer Awards; Horses in Action - Equitation; Sheep - White Suffolk.

Two new cattle breeds were introduced - the Droughtmaster and the British White.

The increased emphasis on animals and rural issues was a clear success and differentiates the Royal from other forms of entertainment. Educational opportunities included the Pigs & People display, Stock & Land Farm Animal Expo, the National Australia Bank's Animal Nursery, Farming the Future, Farriers' Forge, the Meat Promotions Centre, Harvest Hall, even a workshop on the judging of fleeces.

The Dugdale Theatre was used for a celebration of Aboriginal culture never seen before at the Showgrounds with two Aboriginal communities - the Western Desert Walpiri tribe and the Victorian Koorie community presenting stories, songs, dances and painting.

For the first time, the two Carlton & United Breweries' teams of Clydesdales - the six from Melbourne and the eight from Sydney - paraded and worked together - ensuring that the Royal Melbourne Show remains the largest gathering of Clydesdales anywhere in the world.

Year-Round Agricultural Activities



Eight outstanding Grand Parades were presented with the generous support of the Rural Finance Corporation; the Kubora Farm Sunday gave Melburnians a day on the farm; the Dairy Foods Pavilion showcased Victoria's best; Centenary Hall featured "Our Agriculture on Show"; the Arts & Crafts competitions continue to be amongst the largest in the country covering crafts from applique to woodworking, cookery to technology.

The Royal Show generates some \$95 - \$100 million of expenditures in Victoria when its direct impact and secondary flow-on effects in the rural, tourism and transport industries are taken into account.

Horticulture made a welcome return to the Royal with an interesting display in the Hall of Commerce.

The interest generated will ensure that this continues and grows in the future.

The Showgrounds was also a friendlier, cleaner and more enjoyable place to spend a day with the family. The 35 Royal Show Ambassadors complemented existing staff in assisting patrons; new directional signage and maps made it easier to get around; more quiet spots away from the hustle and bustle of the Show were created; the Showbags were concentrated into two prime locations for the benefit of patrons; amusements and commercial sites were tidied up and improved in quality; and a considerable investment was made to keep the Showgrounds and facilities clean.

More than 1000 sheep were mustered through the city streets in a memorable launch to the Show, attracting large crowds and publicity.

In January 1995 the Royal Summer Horse Show, our annual horse breed event, was staged to great success. A total of 5355 entries were received with record entries set in Arabian Ponies, Australian Saddle Ponies, Breeding Stock (over 15 hands), Competition Horses, Miniature Ponies, Pony Club Events, Sherlands, Standard Breds, Thoroughbreds and Warmbloods.

The Royal Melbourne Dairy Show was judged in August 1994. A record 808 entries from around Australia were received for this major industry event. The largest competition of its kind in Australia, it is supported actively by the Australian Dairy Corporation.

The Australian Beer Awards, run in conjunction with the University of Ballarat, were judged in May 1994 attracting a record 196 entries from Australia and overseas.

Commercial farming competitions are run by the Society throughout the year in line with the Society's mission to promote excellence in agriculture. They attract entries from some of Victoria's best farmers and from those who will undoubtedly be the best in the near future. While entrants and winners benefit from the publicity and competition, the public field days offer a great opportunity for learning.

Panels of expert industry judges are used and the competitions would not be possible without the assistance of the Victorian Agricultural Societies Association (VASA), the Victorian Government through Agriculture Victoria, and our sponsors.

The competitions are:

- The Bonlac Commercial Dairy Herd of the Year
- The Commonwealth Development Bank Victorian Farm Management Competition
- The Dalgety Farmers Commercial Beef Herd of the Year
- The Genetics Australia Share Dairy Farmer of the Year
- The Weekly Times Commercial Flock of the Year

FINANCIAL STATEMENTS

The Royal Agricultural Society of Victoria Inc. Consolidated Balance Sheet As At 31st March, 1995



	Consolidated		Consolidated		Chief Entity		Chief Entity	
Fixed Assets	1995	\$	1994	\$	1995	\$	1994	\$
Crown Grant Land								
At 1993 Councillors Valuation	2,606,756		2,606,756		2,606,756		2,606,756	
Freehold Land								
At 1993 Independent Valuation	3,025,000	5,631,756	3,025,000	5,631,756	3,025,000	5,631,756	3,025,000	5,631,756
Buildings and Improvements								
At 1993 Independent Valuation	18,762,000		18,865,800		18,762,000		18,865,800	
Additions At Cost	192,582		29,983		192,582		29,983	
	18,954,582		18,895,783		18,954,582		18,895,783	
Less Provision for Depreciation	660,404	18,294,178	330,370	18,565,413	660,404	18,294,178	330,370	18,565,413
Plant and Equipment At Cost	3,873,345		3,708,844		1,987,065		1,939,733	
Less Provision for Depreciation	1,738,184	2,135,161	1,664,544	2,044,300	474,460	1,512,605	413,123	1,526,610
Plant and Equipment Under Finance Lease	476,257		476,257					
Less Provision for Amortisation	428,633	-47,624	333,380	142,877				
		26,108,719		26,384,346		25,418,539		25,723,779
Current Assets								
Cash on Hand	78,806		700		-		-	
Prepayments and Accrued Interest	185,382		66,975		-		-	
Sundry Debtors	182,990		180,115		-		-	
Less Provision for Doubtful Debts	(38,000)		(38,000)		-		-	
Stock on Hand At Cost	75,806	484,984	69,903	279,693	-		-	
Total Assets		26,593,703		26,664,039		25,418,539		25,723,779
Less Current Liabilities								
Bank Overdraft Secured			16,874		-		-	
Bank Bills	1,500,000		1,300,000		-		-	
Loans Secured	100,000		100,000		100,000		100,000	
Loans Unsecured	19,110		18,110		11,110		11,110	
Loan From RASV Limited					1,077,101		1,149,701	
Sundry Creditors & Accruals	897,794		544,402		-		-	
Provision for Long Service & Annual Leave	258,774		272,623		-		-	
Income In Advance	136,507		151,914		-		-	
Lease Liability	42,905	2,955,090	103,870	2,507,793	-	1,188,211	-	1,260,811
Non Current Liabilities								
Loans Secured	675,323		775,323		675,323		775,323	
Loans Unsecured	11,130		30,240		11,130		22,240	
Lease Liability			41,343		-		-	
Trophy Funds	69,210		69,345		-		-	
Provision for Long Service Leave	44,576	800,239	47,709	963,960	-	686,453	-	797,563
Total Liabilities		3,755,329		3,471,753		1,874,664		2,058,374
Total Net Assets		22,838,374		23,192,286		23,563,875		23,665,405
Representing								
Accumulated Funds		1,527,760		1,780,142		2,253,261		2,253,261
Reserves - Asset Revaluation		21,310,614		21,412,144		21,310,614		21,412,144
Total Accumulated Funds and Reserves		22,838,374		23,192,286		23,563,875		23,665,405



FINANCIAL STATEMENTS (Continued)

The Royal Agricultural Society of Victoria Inc. Consolidated Revenue Account for The Financial Year Ended 31st March, 1995



	Consolidated		Chief Entity	
	1995 \$	1994 \$	1995 \$	1994 \$
Income				
Show Admissions & Parking	3,631,691	3,714,467		
Advertising	26,743	36,879		
Catering Premiums	291,679	290,360		
Competition Entry Fees	581,096	532,366		
Computer Fees	15,680	83,825		
Donations & Sponsorship	856,551	854,102		
Materials & Services	181,934	181,609		
Members Subscriptions	272,592	260,789	272,592	260,789
Secretarial Services	213,124	225,155		
Show Sales & Sundry Revenue	155,720	182,572		
Space & Ground Rental	3,137,289	2,940,561		
Contribution from The Royal Agricultural Society of Victoria Limited			205,851	224,969
	9,364,099	9,302,685	478,443	485,758
Expenditure				
Advertising & Publicity	391,641	275,704		
Audit & Legal	85,146	96,849		
Catering	235,048	223,808		
Computer Rental & Maintenance	222,154	188,018		
Depreciation	676,978	673,456	393,641	387,852
Directors Fees	-	2,500		
Electricity & Gas	344,712	336,571		
Insurance	277,558	293,211		
Interest and Financial Costs	224,482	270,688	84,802	97,906
Judges Expenses	76,453	95,820		
Maintenance & Cleaning	1,628,410	1,505,862		
Printing & Stationery	292,885	317,951		
Rates	154,459	153,569		
Show Attractions	447,805	334,524		
Show Running Costs	421,720	341,316		
Sundry Costs	105,764	81,140		
Salaries, Wages & Payroll Costs	3,324,953	3,562,581		
Telephone & Postage	141,768	138,404		
Trophies & Prizes	319,375	286,941		
	9,371,311	9,178,911	478,443	485,758
Trading Surplus/(Deficit) for the Period	(7,212)	123,772	-	-
Abnormal Items:				
- Resolution of Legal Matter	(18,761)	105,865		
- Redevelopment & Restructure Studies	(99,167)	-		
- Redundancy Payments	(118,784)	-		
- Payroll Tax Refund	190,538	-		
- Additional Police Charges	(101,298)	-		
- Accelerated Depreciation & Amortisation of Promotional Costs	(97,698)	-		
Surplus/ (deficit) for the Period	(252,382)	229,637	-	-
Accumulated Funds				
Balance at Start of the Period	1,780,142	1,550,505	2,253,261	2,253,261
Surplus/(Deficit) for the Period	(252,382)	229,637	-	-
Balance at End of the Period	1,527,760	1,780,142	2,253,261	2,253,261



Notes to and Forming Part of The Financial Statements for The Financial Period Ended 31st March, 1995



1. Notes on Auditor's Report

Mr. J.A. Court (Chartered Accountant) and Mr. J. Pistas of Pannell Kerr Forster, the Auditors of The Royal Agricultural Society of Victoria Inc. and Pannell Kerr Forster, the Auditors of The Royal Agricultural Society of Victoria Limited, have audited the financial statements of the respective entities for the period ended 31 March 1995 and those audit reports accompany the statutory financial statements of the respective entities. The Auditors advise that the respective financial statements have been prepared in accordance with the Associations Incorporations Act of Victoria and applicable Accounting Standards and where appropriate the Corporations Law and comply with the rules of The Royal Agricultural Society of Victoria Inc. and The Royal Agricultural Society of Victoria Limited.

2. Summary of Significant Accounting Policies

The principal accounting policies adopted by the economic entity comprising the chief entity, The Royal Agricultural Society of Victoria Inc. and its controlled entity, are stated in order to assist in a general understanding of the financial statements. These policies have been consistently applied except as otherwise indicated.

a) Basis of Accounting

The financial statements have been prepared on the basis of historical costs and except where stated do not take into account current valuations of non-current assets. The carrying amounts of non-current assets do not exceed the net amounts that are expected to be recovered through the cash inflows and outflows arising from continued use and subsequent disposal. The expected net cash flows included in determining the recoverable amounts have not been discounted to their present values.

b) Consolidated Balance Sheet & Consolidated Revenue Account

The Consolidated Balance Sheet as at the 31 March 1995 and the Consolidated Revenue Account for the period ended 31 March 1995 are the consolidations of the financial accounts of The Royal Agricultural Society of Victoria Inc. and The Royal Agricultural Society of Victoria Limited. These consolidated financial statements are prepared for the members of the Society to give them a better understanding of the financial affairs of the two entities.

c) Depreciation and Amortisation of Property, Plant and Equipment

Items of plant & equipment are depreciated over their estimated useful lives using the straight line method. Land, buildings and improvements have been revalued on the basis of estimated current market values. The balance of provision for depreciation existing at the time of revaluation have been credited to the asset accounts and the

amounts restated to revalued amounts. Future depreciation charges will be based on the revalued amount.

d) Income Tax

Any income derived by the Company is exempt from Income Tax under S 23(b) of the Income Tax Assessment Act.

e) Inventories

Inventories have been valued at the lower of cost and net realisable value, and represent maintenance stock and consumable supplies.

f) Employee Entitlements

The amount expected to be paid to employees for their pro-rata entitlements to long service and annual leave are accrued annually at current wage rates.

g) Leased Assets

A distinction is made between finance leases which effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of the leased property, without transferring the legal ownership, and operating leases under which the lessor effectively retains substantially all the risk and benefits.

Where assets are acquired by means of finance leases, the present value of minimum lease payments is established as an asset at the beginning of the lease term and amortised on a straight line basis over the period of the lease. A corresponding liability is also established and each lease payment is allocated between such liability and interest expense.

h) Comparative Information

Where appropriate, the comparative figures have been amended to enable a meaningful comparison to be made.

i) Non-Cash Sponsorship

Non-Cash sponsorship is not recorded in the financial statements of the Society.

j) Revaluation of Property, Plant and Equipment

Revaluation of Property, Plant and Equipment is performed in accordance with a policy of regular revaluation on the basis of existing use.

k) Employer Superannuation Contributions

Pursuant to an actuarial review of the RAS Superannuation Plan performed during 1993, company contributions to the Plan have been suspended for a period of one and a half years. The contribution suspension arose as a result of a surplus of funds within the Plan due to the earnings of the Plan and previous years funding levels.

SPONSORS AND SUPPORTERS

The Royal Agricultural Society of Victoria is most grateful to its many sponsors and supporters for their generous assistance during 1994/95. We regret it is not possible to list the many hundreds of people and organisations individually within this publication but we extend our sincere thanks and appreciation to all.



Royal Melbourne Show Naming Rights Sponsor

St. George Bank Limited.

Major Corporate Supporters

Australian Dairy Corporation
Carlton & United Breweries
Herald & Weekly Times
Herbert Adams
HSV 7
Komatsu
National Australia Bank
National Dairies Limited
Rural Finance Corporation
Schweppes
Spotless Catering Services
Streets Ice Cream Pty Ltd

Major Sponsors

A.S.B.B.S. (Vic) Branch
ACI Crown Glassware
Agriculture Victoria
Alfa Laval Pty. Ltd.
AMP Society
Aus-Meat
Aust Country Style/Federal Publishing Co
Aust Jersey Breeders Society (V/B)
Aust Limousin Breeders Society (V.B.)
Australian Country Spinners
Australian Meat & Live-stock Corporation
Australian National Line
Australian Pork Corporation
Australian Wheat Board
Bendigo Woollen Mills Pty Ltd
Bevilles Pty Ltd
BHP Steel
Bonlac Foods Limited
Brooks Operations Pty Ltd
C C Stockfeeds Pty Ltd
Campbell Brothers Ltd
Mr Alf Cantrell
Chelated Laboratories
Cleanevent
Commonwealth Development Bank
Consolidated Paper Industries Pty Ltd
Cork & Seals Pty Ltd
CSR Limited
Dalgety Farmers Limited
David Jones Hair & Beauty Salon
Durkin Amusements
E.F.A. (Vic Branch) Inc
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Encyclopaedia Britannica (Aust) Inc
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Genetics Australia
Mrs Diana Gibson
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Kinnears Pty Ltd
Kubota Tractor (Australia) Pty Ltd
Leader Products
Liberty International Pty Ltd
Liquorland National Office
Macquarie Textiles Pty Ltd
Manildra Harwood Sugars
Mary Kay Cosmetics Pty Ltd
Mathews Timber Pty Ltd
Mauri Laboratories
McDonald's Family Restaurants
Melbourne Water
Melton Insurance Brokers (Vic) Pty Ltd
Michaels Camera & Video
Mildara Blass Limited
Mitre 10 - Southern Region
Nationwide Dictating Pty Ltd
Nunawading Jeep
P & O Container Shipping
Paddy's Victoriana Oven
Pavier Amusements
Peter Wagner Saddlery
Pfizer Food Services
Phosphate Co-Operative Co
Pig Research & Development Corporation
Pure Breeds Dog Shop
Qantas Airways
Quest International
RAB Australia
Radio 3MP (Magic 693)
Royal Parade Motor Inn
SACS Personnel
Semex Australia Pty Ltd
Mrs Belinda Short
Showbag Marketing Aust Pty Ltd
SmithKline Beecham Animal Health
Smiths Snackfood Company
Southern Pacific Hotels
Stephens (R R) Catering Pty Ltd
Stihl Pty Ltd
Stock & Land
Sunbeam Corporation Limited
The Herald & Weekly Times (Weekly Times)
Thomas Amusements
Tontine Industries
TPA Shows Pacific
Uncle Bens of Australia
United Dairy Farmers of Victoria
VACC Insurance Co Ltd
Valiant Commercial Furniture Hire
VCAH Gilbert Chandler
Victorian Stock Agents' Association
Victorian Wool Brokers Association
Victorian Producers' Co-operative
Waprop Pty Ltd
Ward McKenzie Pty Ltd
Wesfarmers Federation Insurance
Wesquip Pty. Ltd.
Wittingslow Amusements
Yakka Pty Ltd



Above: Athol Guy, St. George Bank, meets the rooster which featured in all the Royal Show advertising.

Trophy Trust Funds

Kameroo Suffolk
 Airlea Trophy
 Balmoral Trophy
 B. Barr Memorial
 E.G. Brunning
 J. Butler
 W. Dawkins
 D.S. MacGregor
 First Glance
 Fairbairn Trust
 R.J. Galloway
 Garryowen Trophy
 Glentrevor Stud
 R. Hart
 M. & R. Himmer
 H.W. Hopkins
 H.A. Jackson
 R. Jenkins
 F. Longmore
 L. Luxmore
 Elizabeth Manton
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 Ken McClean Memorial
 A.F. McNaughton
 C.C. Mc Naughton
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 Palmer Memorial Trust
 T.H. Payne
 Capt. A.E.T. Payne
 H. Peck
 R. Potten
 Riding for the Disabled
 S. Turner
 Victorian Poultry Council
 Jimmy Watson
 J. Williamson
 Zest Manufacturing

Perpetual Trophies

The Marshwood Perpetual Trophy
The Miss Cecily Crozier Trophy
 The Colin R. Kelly Perpetual Trophy
The K.G. Luke Cup
 The Louis Epstein Trophy
The Col. A.V. Pope Cup
 The Garryowen Trophy
The Good Hands Challenge Trophies (Boys, Girls)
 The Alice Laidlaw Memorial Trophy
The Prince of Wales Cup
 The Knox Championship Camp Draft Perpetual Trophy
The Princess Royal Cup
 The Arnold Caddy Memorial Trophy
The T.H. Payne Memorial Cup
 The Shorthorn Society of Great Britain and Ireland Perpetual Challenge Cup
The Borthwick Trophy
 The Louis Monod Memorial Trophy
The E.A. Porter Memorial Rosebowl. donated by Miss Lorna Porter
 The J.F. Guthrie Perpetual Cup & Trophy
The Savage Memorial Cup
 The Polwarth Sheepbreeders Association of Australia (VB) Perpetual Challenge Trophy
The Frank A. Thebridge Challenge Cup
 The Rumevite Tray
The Estate of the Late George Adams Trophy
 The SS Cameron Memorial Trophy
The Stradbroke Challenge Cup
 The Shorthorn Society Cup
The Clive Townrow Memorial Cup
 The Eileen Bartram Perpetual Trophy
The Alan Knight Memorial Trophy
 The Alex & Goldie Bunn Memorial Trophies
The R. & J. Galloway Trophy
 The W. J. Dawkins Memorial Shield
The Stonehaven Trophy
 The Liqueurland Perpetual Trophy
The Tentpegging Gold Cup
 The W.R. & C.H. Schroeter Perpetual Trophy

The Noel Mason Perpetual Trophy
 H.R. Haselgrove Memorial Trophy
V.D. Kallady Memorial Trophy
 The Annie L. Davies Memorial Trophy
The Jan Gray Memorial Trophy
 The Metherall Perpetual Trophy
The Joan M. Pearson Shield
 The Queen Bee Championship Trophy
The Australian Saddle Pony Association Ltd Perpetual Trophy
 The Captain Payne Sheep Dog Field Trial
The Southdown - Breeders Association Trophy



Above: RASV Life Councillor, Ray Starritt, with Andy Withers, SA, exhibitor of the Supreme Beef Breed Bull, Belmore Washington N6. The same bull won Supreme Junior Beef Breed Bull & Grand Champion Shorthorn Bull.

MAJOR AWARD WINNERS 1994

Alpacas

Supreme Champion:
Beau Blanc Crem,
Exhibited by L Christall, Kilmore, Vic

Apiculture

Champion Honey - Small Producers:
S Starc, Avondale Heights, Vic

Champion Honey - Open Producer:
AK Gell, Maryborough, Vic

Champion Honey - Packers
Leabrook Farms Honey, Leabrook, SA

Champion Mead
Maxwell Mead, McLaren Vale, SA

Arts & Crafts

Florence Monod Memorial Award for the Best
Exhibit in Arts & Crafts:
J Cecchini, Strathmore, Vic for Hand Made Lace

Australian Beer Awards

Nobbys Nuts Championship Prize:
Coopers Brewery for Coopers Best Extra Stout

Champion Small Brewery:
Grand Ridge Brewery for Hatlifter Stout

Speciality Champion:
Carlton Special Beverages for Redback Original by
Matilda Bay Brewing Co

International Champion:
DB Breweries Ltd, Waitemata Brewery, New Zealand
for DB Bitter

Birds

Poultry - Champion Bird in Show:
JR Gillard, Rokewood, Vic
OEG Pile, Dark Leg Hen

Best Finch in Show:
M & P Wherrett, Alexandra, Vic

Best Cage Bird (Other than a finch):
J Birthisel, Hurstbridge, Vic

Grand Champion Budgerigar:
I Maher, Pascoe Vale, Vic

Carcass Competitions

Grand Champion Beef Carcase:
H. Seeley, Flowerdale, Vic
Charolais/Red Angus

Champion Bacon Pig Carcase:
T & V James, Warracknabeal, Vic

Cats

Best Cat - Longhairs:
Ch Firnbank Chaseabout, Male Persian
Exhibited by R & C U'Ren, Lilydale Vic

Best Cat - Siamese/Oriental:
Syrecks Savana, Siamese
Exhibited by Mrs M Osler

Best Cat - All other shorthairs:
Ch Kalame Treen, British Shorthair
Exhibited by B Hawker

Cattle

Supreme & Supreme Junior Beef Breed Bull:
IAS Wirbers, Narracoorte, SA
Belmore Washington N6, (Shorthorn)

Supreme Beef Breed Female:
WR & JM White, Kerrie, Vic
Romswood Lucinda, (Limousin)

Elders Feature Beef Breed - Hereford

Grand Champion Bull:
Academy Hereford Stud, Armidale, NSW
Academy Admiral

Grand Champion Cow:
Widgiewa Pastoral Company & R Duddy,
Coolah, NSW
Widgiewa Miss 4394

G & N Champion Dairy Cow:
FD & CG Mason, Jerovis, SA
Jerovis Tab Gretchen, (Holstein)

G & N Champion Dairy Heifer:
GR & A Patullo, Lang Lang, Vic
Wooraine Park Barlee Idesia (Holstein)

Champion Dairy Bull:
Miss J Wilkie, Bacchus Marsh, Vic
Crookslea Fay Valiant, (Guernsey)

Feature Dairy Cattle Breed - Holstein

Champion Cow:
Jerovis Tab Gretchen, exhibited by FD &
CG Mason, Jerovis, SA

Champion Bull:
Maxmount TR Charmer, exhibited by RW, PE &
AJ Robertson, Numurkah, Vic

Cavies

Best in Show:
Self Black
Exhibited by Vanity Lane Stud

Commercial Exhibitors' Awards

Best Overall Commercial Exhibit:
Department of Conservation & Natural Resources

Best Amusement - Ride:
Brooks Amusements, 'Turbo'

Best Amusement - Game:
TPA Shows

Best Display by a Commercial Standholder:
Durrell Lea

Best Display of Manufactured Products:
Sandhurst Town

Best Service Industry or Community Service Display:
St. George Bank

Best Display by a Government or Semi-Government
Instrumentality:
Conservation & Natural Resources

Best Primary Industry Display:
Murray Valley Produce

Best Horticultural Display:
Melbourne Market Authority

Commercial Farming Competitions

Bonlac Commercial Dairy Herd of the Year:
A & A Beasy, Cobden, Vic

Commonwealth Development Bank
Victorian Farm Management Competition:
Section A for enterprises of less than \$1,000,000
KJ & TD Menlendijks, Pyramid Hill, Vic

Section B for enterprises of more than \$1,000,000
HC & R Inchbold, Yarrowonga, Vic

Dalgery Farmers Commercial Beef Herd of the Year:
Old Murroa Partnership, Hamilton, Vic

Genetics Australia Share Dairy Farmer of the Year:
GE & SD Owen, Budgerie, Vic

The Weekly Times/RASV Commercial Flock
of the Year:
J & R Humbert, Prarie, Vic

The Royal Melbourne Dairy Show

Champion Butter for Export:
Bonlac Foods Ltd, Shepparton, Vic

Champion Butter - Fresh:
Allowrie Foods, Drouin, Vic

Champion Dried Milk Product:
Allowrie Foods, Taree, NSW

Champion Yogurt:
Associated Dairies Ltd, Knoxfield, Vic

Champion Cheddar Cheese Award:
United Milk Tasmania, Wynyard, Tasmania

Champion Cream:
Habefields Milk Pty Ltd, Albury, NSW

Champion Ice Cream:
Bows Natural Icecream, Morwell, Vic

Champion Dairy Dessert:
Associated Dairies Ltd, Knoxfield, Vic

Champion Flavoured Milk:
Habefields Milk Pty Ltd, Albury, NSW

Champion Chocolate:
Haighs Pty Ltd, Parkside, SA
Chocolatier (Australia) Pty Ltd, Ivanhoe, Vic

MAJOR AWARD WINNERS 1994 (Cont.)

- Dogs**
Best Exhibit in Show:
Ch Transwind Divine Madness,
(Afghan Hound Bitch)
Exhibited by Janovis & O'Callaghan
- Runner up to Best Exhibit in Show:
Ch Faetlan Emoghwy (Q), (Maltese Dog)
Exhibited by Silvanham Kennel
- Best Puppy in Show
Liebendane Birth O'Venus (AJ) (V),
(Great Dane Bitch)
Exhibited by Ms D McRae
- Fleeces**
Champion Fleec'e in Show
JF & aM Doak, Bondara, NSW
- Fodder**
Victorian Championship for Meadow Hay:
AW & IF Bunn, Tatura, Vic
- Goats**
Senior Champion Doe - Dairy:
N Reeks, Marlo, Vic (Toggenburg)
- Champion Angora Doe:
CD & DJ Finch, The Rock, NSW
- Grains**
Champion Hard Wheat:
R & K Petry, Swan Hill, Vic
- Champion Soft Wheat:
J Burgess, Moama, NSW
- Champion Australian Standard White:
B & J Clyne, Warracknabeal, Vic
- Champion Oats:
NR Weir, Dunluce, Vic
- Champion Milling Oats:
PI & CJ Jenkins, Stawell, Vic
- Champion Barley:
Low Rainfall Zone -
WD & HLJ Bridgewater, Null, Vic
- High Rainfall Zone -
S Ingwersen, Lara, Vic
- Horses in Action**
Best Equestrienne Turnout (Garryowen Trophy):
Mrs. C. Wagner, riding 'Ark Royal'
- Champion Saddle Horse over 15 hands:
'Trentham' owned by KE & RE James
- Champion Saddle Galloway:
'Pure Caste' owned by Mrs VC Lawrie
- Champion Saddle Pony
(over 12.2 and not over 14 hands)
'Mirinda Dresden' owned by Mrs RJ Barry
- Champion Saddle Pony (12.2 hands and under)
'Falconhurst Intricate' owned by Miss KN &
D Riemer
- Photography**
Best Print in Exhibition:
D Fletcher, 'In a Spin'
- Best Slide in Exhibition:
G Weber, 'Rainbow Bird Dalchampton'
- Rabbits**
Best in Show:
Grandmaurice Stud
- Shearing**
Sunbeam Rural Division Australian Strong Wool
Open Championship:
M Mephan
- Yakka Invitation Challenge:
T O'Connor, Euroa, Vic
- Stock & Land Farm Inventors**
State Final (Retail value more than \$1000):
W Lucas, Beechworth, Vic
Portable Sawmill
- State Final (Retail value less than \$1000):
S Draffen, Hexham, Vic
Shearing Plant
- Olympus Media Awards**
Radio Journalism:
Caroline Davey, ABC Regional Radio
- Press Journalism- Suburban/Country:
Karen Lyon, Western Independent
- Press Journalism- Rural:
Iain Henderson, The Weekly Times
- Press Journalism- Metropolitan:
Caroline Overington, The Age
- Press Photographic:
Published - Andrew Henshaw, Melbourne Leader
- Unpublished - Craig Watson, The Weekly Times
- Television Journalism:
Best Show News Report:
Simon Brier, HSV 7
- Best Show Report:
Today Show, GTV 9
- The Weekly Times Country Show Girl**
L Sweeney, Myrtleford, Vic
North East VASA Region
- Sheep**
Supreme Champion Ram:
JA & MY Gilmore, Oberon, NSW (Poll Dorset)
- Supreme Champion Ewe:
GH & IM Grinter, Ariah Park, NSW
(Border Leicester)
- The Dalgety Feature Sheep Breeds -
The Lustre Wools**
Champion English Leicester Ram & Ewe:
CR Taylor, Timboon, Vic
- Champion Lincoln Ram & Ewe:
J, HA & L Beard, Kororoit, Vic
- Wine**
The Jimmy Watson Memorial Trophy for the Best
Red Beverage Wine of the vintage year prior to the
current vintage year:
Rouge Homme Wines Pty Ltd, Coonawarra, SA
Cabernet Sauvignon/Malbec/Merlot/Cabernet Franc
1993
- The Victorian Wine Industry Association Inc Trophy
for the Most Successful Exhibitor in Victorian Wine
Classes:
Great Western Champagne Pty Ltd, Seppeltsfield,
SA
- The Douglas Seabrook Memorial Trophy for
Best White Wine in Show:
Leo Baring Pty Ltd, Red Cliffs, Vic
- The Colotype Labels Pty Ltd Trophy for Best Dry
Red Table Wine in Commercial Classes:
Mildara Wines Ltd, Taminda, SA
- The Wine Society Trophy for Best Dry Red Table
Wine in Open Classes:
B & L Hardy Ltd, Berri, NSW
- The Mick Morris Trophy for Best Muscat in Show:
Brown Brothers Milawa Vineyard Pty Ltd, Milawa,
Vic
- Woodchopping**
Grand Aggregate
D Foster, Latrobe, Tas
- Fosters Special Bitter Australian Tree Felling
Championship (300mm)
M Gurr, Deloraine, Tas
- Victoria Bitter Australian Standing Block
Championship (350mm)
D Foster, Latrobe, Tas
- BHP Steel Underhand Championship (375mm)
D Foster, Latrobe, Tas
- Victoria Bitter Australasian Hard Hitting
Championship (Standing, 300mm)
D Foster, Latrobe, Tas

The Royal Agricultural Society of Victoria

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Animal Breed Societies and Kindred Rural Organisations Administered by the Society

Cats

Feline Control Council of Victoria

Cattle

Angus Society of Australia
(Vic Committee)
Australian Ayrshire Breeders' Association Inc.
Australian Highland Cattle Society Inc.
Australian Simmental Breeders' Association
Ltd. (Inc. in NSW) (Vic Branch)
Charolais Society of Australia (Vic Region)
Dairy Shorthorn Association of
Australia Inc.
Shorthorn Society of Australia (Vic Branch)
Victorian Stud Beef Cattle Breeders'
Association (Incorporating Young Handlers'
Camp)

Dogs

Victorian Working Sheep Dog Association

Emus

Emu Producers Association of Vic

Goats

Cashgora Fibre Association of Australia

Horses

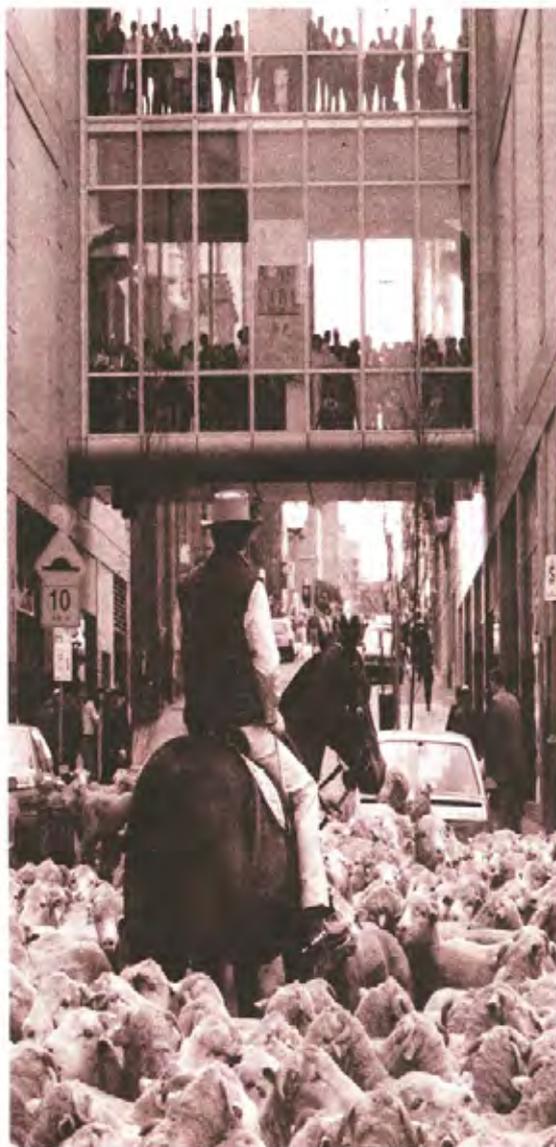
Australian Palomino Horse Breeders'
Association
Australian Pony Stud Book Society (Vic
Branch Inc.)
The Commonwealth Clydesdale Horse Society
(Federal Council)

Sheep

Australian Sheep Breeders' Association Inc
Australian Society of Breeders of British Sheep
Ltd (Vic Branch)
Australian Superfine Woolgrowers'
Association
Sharlea Ultra Fine Society of Australia Ltd
Victorian Stud Merino Sheepbreeders'
Association Inc.

Other Activities

Australian Nuffield Farming Scholars'
Association
Victorian Agricultural Societies' Association
Incorporated



The Royal Agricultural Society of Victoria Limited.

Royal Showgrounds
Epsom Road, Ascot Vale, 3032
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