



The Royal  
Agricultural  
Society of  
Victoria  
Limited

1848



1998

CELEBRATING 150 YEARS

1997-98

ANNUAL REPORT

## 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 at 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 Commercial Dairy Herd of the Year competition started.
- 1976** - The Commercial Flock of the Year started.
- 1979** - The Share Farmer of the Year competition started.
- 1994** - Show Day Public Holiday revoked.
  - Showgrounds incorporated into the City of Melbourne as a site of State significance
  - System of governance changed with a Board of Directors appointed.
- 1995** - Introduction of Nature's Way - the first animal 'Birthing Centre' at an Australian Royal Show.
- 1996** - First stage of the redevelopment completed - the Showgrounds Exhibition Centre.
- 1997** - World Cup Showjumping returned to the Royal Show.
- 1998** - Celebration of the 150th anniversary of The Society.

*Cover photo: Clydesdale Grand Champion 'Aarunga Carmel' proudly displays her ribbons with Andrew Marriott of the winning exhibitors A T Marriott & Sons.*

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*The sashing of a true champion - Doonbiddie Hustler, which took the rare double top honors at the 1997 Show of Supreme Beef Breed Bull and Supreme Junior Beef Breed Bull, receives his champion sash from Society President Bob Potter (left) and Stuart Benton of sponsors VACC Insurance, proudly watched by handler Dallas Hawkins and Lyn Vearing, President, Victorian Poll Hereford Association (right). Royal Melbourne Show Awards such as this bring significant added value to the winning stud.*

The Royal Agricultural Society of Victoria Limited has mirrored the progress and development of Victoria from the early days of settlement to the present time. In times of adversity: droughts, floods, depressions, and wars, the Royal Agricultural Society of Victoria Limited has drawn extra strength and support for its activities from all sections of the community, and especially from the rural industries. *(Speed the Plough 1981)*



*The National Agricultural Society's New Showgrounds, Flemington, 10 November, 1883.*

## Excellence in Agriculture



*The National Agricultural Society of Victoria Certificate of Merit, awarded to Mrs McNab of Tullamarine; 2nd Prize for Ayrshire Bull 'Young Rob Roy'. Exhibited at the Spring Show 1876. RASV Collection.*



## PRESIDENT'S REPORT

I am delighted to be able to present to you the Annual Report and Financial Statements of The Royal Agricultural Society of Victoria Limited for the year ended 31 March 1998.

Documentation in relation to all matters concerning the Company is encompassed in this report, including audited financial statements and accompanying details.

Three quarters of a million patrons through the gates ensured that the 1997 Royal Melbourne Show was a tremendous event. This led to The Society recording one of its most successful years. Our Surplus before Abnormals amounts to \$756,973 (1997 \$345,520) - a record for the Society. The expenditure on Abnormals was largely involved in planning and preparing for eventual major redevelopment of the Showgrounds. The net Surplus after these costs is \$327,268 (1997 \$189,382).

We have been working closely with design and construction consultants and with financiers for some time now. A comprehensive proposal has been assembled that requires balanced support from both public and private sectors. The success of the proposal will provide Melbourne and Victoria with a greatly enhanced Showgrounds facility that will serve the community well into the future. In considering the proposals, the Board and Council are determined that the Show continues to thrive, that The Society is able to continue to serve agriculture in all its endeavours, and that the Showgrounds provide year-round quality services to the community.

We are quietly confident that it is all about to come together. What a landmark year 1998 could prove to be. Whilst celebrating 150 years of service to agriculture and the community at large, we could also be celebrating the birth of a massively redeveloped Showgrounds that would allow us to continue the pursuit of our mission with the modernisation that is required.

We have had a year of close co-operation with Government and Government departments. We are most appreciative of the willing assistance we have received at all levels. The Premier placed his imprimatur on the Royal Melbourne Wine Show by providing the Premier's Gold Trophy for the Best Victorian Wine regardless of age or colour.

He is also Patron of the Australian International Beer Awards which have gone from strength to strength and now rate third largest in the world.

During the year we once again ran several very successful farm business competitions e.g. The Share Dairy Farmer, The Dairy Farmer of the Year, The Flock of the Year and The Farm Management Competition. These events never fail to produce outstanding winners who conduct Field Days and thus share their knowledge and skill with those keen to learn. We are hoping these competitions will, in the future, be conducted with the support and participation of our agricultural tertiary institutions. I must say we are eternally grateful for the very generous sponsorship that allows us to follow this very important course.

The City of Melbourne is taking an increasing interest in our wellbeing since our inclusion within the city boundaries. The Lord Mayor and his Councillors and staff have offered assistance and help and we are most appreciative.

We are also very much aware of our near neighbours, the City and citizens of Moonee Ponds. We are working closely with them and their Councillors and staff to bring about a redeveloped Showgrounds that will be welcomed by all.

The 1997 Show was opened by our Patron-in-Chief, His Excellency, The Honourable Sir William Deane, AC KBE. This was the first visit by a Governor General since 1988. We were also honoured that our Patron, His Excellency The Honourable Sir James Gobbo AC was able to open our very much upgraded Horticulture Pavilion and Lady Gobbo presented the coveted Garryowen Award to the winner Miss Pam Ahern.

The Royal Melbourne Horse Show held in January was, once again, an outstanding success. It has grown in popularity since its inception in 1993, enjoying record crowds and entries.

Another very popular event on the calendar is the Sheep & Wool Show, the biggest and most prestigious of its kind held in Australia. It has so much to offer to both the industry it serves and the public at large.

During the year five members of Council were elevated to Life Councillors.



*Bob Potter, President*

They are:-

Bob Balderstone, Charles Bolt, Max Butler, Keith Urquhart and Bob Walker. Our sincere thanks and congratulations for the 20 years of dedicated service to The Society by each one.

At our September 1997 Council Meeting, seven new Councillors were appointed. These were - Jane Allen, Geoff Beard, Rupert Clarke, Lindsay Falvey, Diane Nicholas, Kevin Jordan and Stephen Shelmardine. All are experts in their individual fields and we welcome them onto the Council.

We record our congratulations to the following Members who received recognition by The Society and were appointed Honorary Life Members for their contribution. They are - Diana Gibson, Ioy Johnson, Ricky Kilburn, John Coats, Tom Fitzgerald and Bruce Hamblin. Their continuing work for The Society is much appreciated.

Several people with special skills have been co-opted onto particular Committees and we do appreciate their contribution.

A competition entitled Young Citizens Award was introduced in 1997 in order to recognise excellence in leadership amongst the younger generation. The competition was well patronised and there were 11 finalists from various fields. All finalists have been invited to join a RASV Committee of their choice for 12 months and so far two finalists have accepted and are currently making a worthwhile contribution and taking advantage of the experience of existing Committee Members. We hope others will follow their lead.

Improvements carried out in the last 12 months include the signing of a contract to install electronic turnstiles. These will be in place for the 1998 Show and should speed access to the grounds and supply accurate statistics on Show patrons.

Two extensive surveys were carried out, one dealing with our technology requirements in terms of delivering services efficiently and effectively, and the other on security which will point the way to a safer environment for all Show patrons.

The Royal Block, which includes Rustlers Restaurant, the Port Phillip Room and the Royal Cafe has been extensively upgraded and air-conditioned and can now be considered a very pleasant area in which to relax, eat and hold functions.

Another covered judging ring was provided for the Show by the erection of a roof over the Jersey Lawn. This was designed and installed free of charge by Blue Frame Buildings of Echuca and is very much appreciated.

The installation of Boom Gates has allowed us to make a nominal charge for parking during the year. Revenue will be channelled into much needed road repairs.

A very generous donation by Diana Gibson has afforded a major upgrade to the Angliss Gallery. We are most grateful.

During the year a Heritage Committee was formed in order to catalogue and record all items of historical importance. This Committee consists of Councillors, Staff and volunteers - all with many years experience and love of The Society. This is a massive exercise but the final outcome will enable us to preserve our heritage for future generations and mount an interesting display of Society memorabilia both at the Show and year-round.



*The Board of Directors. Standing (l-r): A J Russell, I I Bucknall, J M Burston, J H Seymour, G J Sheppard. Seated (l-r): W J Forrest (Vice President), R Potler (President), C J Fox (Vice President), C R Lyons (Vice President).*

Our Board of Directors has been working particularly well throughout the year. As you can imagine, extra involvement brought about by plans to greatly update the grounds imposes a much greater work load. Unfortunately Councillor John Fox suffered a serious illness prior to the 1997 Show and was unable to take up his new position as Ringmaster. Thankfully Jack Rae, immediate past Ringmaster, was able to step in and once again ensured the smooth running of our major main arena attractions. Fortunately John has made an excellent recovery and is back making a very helpful contribution as a Board Member. Les Latta has agreed to take on the demanding role of Ringmaster.

Earlier this year I was very sorry to have to accept the resignation of John Watson from the Board. He had served with distinction for the past two years, but other demands on his time were too great. We wish him well.

Congratulations to John Fox, Bill Forrest and Robert Lyons on being re-elected as Vice Presidents of The Society. The other members of the Board re-elected are Ian Bucknall, Mike Burston, John Russell, Jack Seymour and Gary Sheppard.

I take this opportunity to thank Members of the Board, all Councillors and the staff led by Peter Payne, for their continued support and loyalty to The Society throughout the year.

Let us all hope that 1998 is a year of dual celebration, for the wonderful past and an exciting new direction.

Bob Potler  
President

## CHIEF EXECUTIVE'S REPORT

### Overview

The Society has completed one of its most successful years on record, with excellent numbers of exhibitors and entries at Society events, a further significant increase in attendance at the Royal Melbourne Show, and a record-operating surplus of \$756,973 compared to \$345,520 in 1997.

The results are clear evidence of The Society's on-going commitment to promoting excellence in agriculture, the continuing appeal and success of the Royal Melbourne Show and tight financial controls and management.

Set out on the next four pages are three summaries that I hope will help Members appreciate the range of activities and issues that The Society is pursuing.

- Strategic Review
- The 1997 Royal Melbourne Show
- Year Round Agricultural Activities

I am confident that we are well on track to being able to fulfil the true potential of The Society.

Members will be interested to note that we received two special awards during the year.

- At the annual Victorian Tourism Awards, The Society was awarded a Certificate of Merit, based on the success of the 1996 Royal Show, in the category 'Major Festivals and Special Events'. The Society has entered the 1998 Awards in the same category, based on the 1997 Show.
- The newly constructed Showgrounds Exhibition Centre received an Award of Merit from the Victorian Chapter of the Royal Australian Institute of Architects in their 1997 Architectural Awards.

Our membership remains a vital support base for The Society's future. The Members' facilities were upgraded for the 1997 Royal Show together with the introduction of a wider range of benefits. With the Redevelopment, there will be significant further improvements. I thank Members for their continued input and support throughout the year.

I would like to mention our Sponsors or Business Partners as we prefer to call them. Large and small, they play a vital role in ensuring the continuing viability of many of the awards and events that The Society runs. Thanks to all of them.



*Peter Payne, Chief Executive*

Lastly, I especially thank the staff for their support and effort over the past 12 months, together with the Board members and Councillors for their invaluable input. We have an excellent team capable of taking The Society through this watershed period of redevelopment and into a meaningful future for the benefit of Victorian agriculture.

Peter Payne  
CHIEF EXECUTIVE



*The Garryowen winning combination at the Show. Miss Pam Ahern congratulates her horse 'Pageant' after winning this prestigious Trophy.*

### Strategic Review

In September 1994 we presented the outline of a four pronged strategy to the Premier. I am pleased to report to Members on the progress to date.

#### 1. Rebuilding the Royal Melbourne Show

- In the last four years the Show has increased in attendance by over 20% to 748,864 in 1997 with a 3% (22,057) increase over the 1996 Show.
- Refocused back to its rural roots, the Show has once again won plaudits from the public, media and politicians. It remains by far the biggest Event in the Event State.
- Competitive entries remain very strong (over 32,000) reflecting our focus on ensuring its continued relevance for farmers so that attendance either as a competitor or a visitor is a worthwhile investment.
- Programs to educate the urban community on rural issues continue to be emphasised and grow in importance (eg, Nature's Way, Pigs and People, Horses for Courses, Farmers' Forge etc)

- Independent research conducted in 1997 on behalf of The Society showed that the Show provided an annual economic impact to Victoria of \$130 million - an increase of some \$30 million over the previous figure researched in 1994.
- In addition the research concluded that the 1997 Royal Melbourne Show generated economic activity that supported approximately 4060 full time jobs; that it ultimately contributed approximately \$15.4 million in State and Federal taxes; and in terms of the rural economy, it had a total impact in the range of \$9.1M to \$10.4M.
- It is worth remembering that the Show is one of 10 Royal Shows held annually in Australia, attracting a total of some 4 million people annually - and that this makes the Royal Show product second only to the AFL (5.2 million) as a product that people pay to go to and enjoy.

## 2. Redeveloping the Showgrounds

- Over the last 4 years, The Society has spent over \$6 million in capital improvements, in particular the first stage of the redevelopment - The Showgrounds Exhibition Centre opened at Showtime 1996.
- In addition, we have invested considerably in developing a comprehensive and cohesive redevelopment plan that can meet the needs of The Society and the Show whilst being able to generate year round income streams. These plans prepared by a range of advisers, and in particular Alan Lewis of Lewis McNaughton Pty Ltd, have been drawn up after extensive consultation with stakeholders, Councillors and staff.
- Macquarie Bank has been appointed to develop and implement a structure for funding the redevelopment with maximum private sector participation and minimum government contribution, consistent with the objectives of The Society.
- Discussion with both public and private sectors are proceeding and we are quietly confident of being able to commence work on the redevelopment, between the 1998 and 1999 Royal Shows.

## The 1997 Royal Melbourne Show

The key objectives for the 1997 Royal Melbourne Show were to continue to run a professional and highly popular event to ensure the continuing financial viability of the Show, and to maintain the agricultural relevance of the Show

To achieve these objectives, The Society pursued five major strategies as follows:

### 1. A powerful marketing campaign

- In 1997, The Society undertook a major Marketing and Public Relations program with the objective of converting extended awareness of the Show into increased attendance. The goal of 750,000 visitors was set for 1997

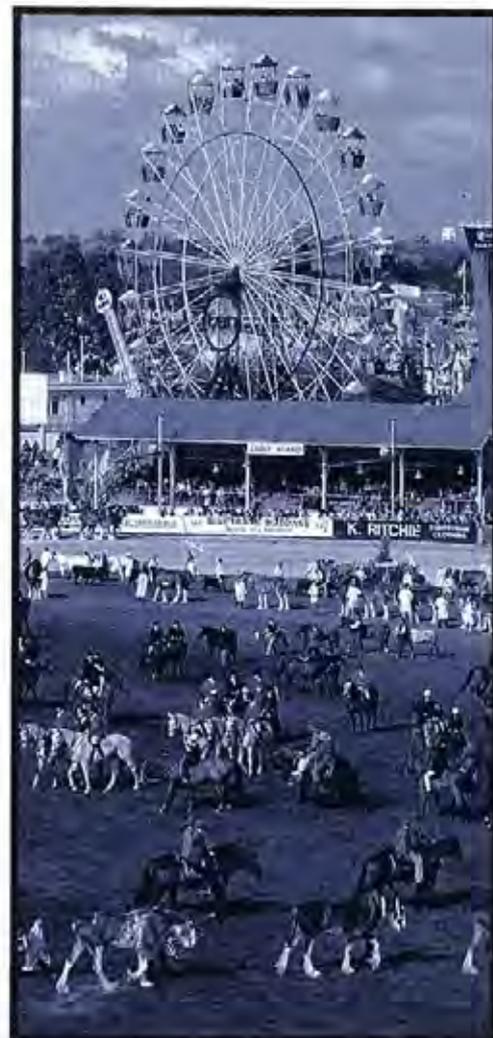
## 3. Developing year round income, independent of the Show

- As our facilities have improved so has our year round income. The Showgrounds Exhibition Centre is proving to be a great success although it needs the further development and marketing that will come with the comprehensive redevelopment discussed above.
- Events such as these would not have been held or continued at the Showgrounds without the new building: Australian Quilt and Craft Show (10/96); Turf Grass Expo (6/97); Coles Myer Dinner Dance (8/97); Snow and Outdoor Trade Show (10/97); Melbourne University Exams (July and November); LG Pro / Civinex (3/98); ICEX (6/98); etc.
- Our Catering both at the Show and year round has improved dramatically in quality since the appointment of Michael O'Brien Catering Pty Ltd as our Catering Manager and the result has been a significant increase in net revenue.
- Overall improved systems, staff and facilities are starting to pay off with revenue

increasing by some 10.2% in the year to \$12.8 million. The real potential however remains ahead with the redevelopment.

## 4. Developing and exploiting The Society's brand equity for the benefit of Victorian Agriculture

- As an organisation in its 150th year, The Society has an enviable reputation that needs to be harnessed properly for the benefit of Victorian Agriculture.
- Whilst that reputation has been further enhanced from the successes of the past few years, the real opportunity to exploit it will only come once The Society's financial position has been strengthened by the process, as envisaged by the redevelopment, and The Society can focus on its core activities and develop new business opportunities.



*The Grand Parade - always a highlight at the Royal Melbourne Show.*

## The 1997 Royal Melbourne Show

This partnership involved the production and publication of a special Show Guide, detailing all the main features and attractions of the Show, plus the detailed events for every day of the Show. The supplement was published 30 days prior to the Show and reached an estimated 1.2 million people.

**Results:** The 1997 attendance figure was 748 864 - almost right on the objective of 750 000 and up a total of 128 000 actual visitors over five years. The number of multicultural visitors increased significantly.

### 2. Enhancing customer service levels

- The Society continued in 1997 the AussieHost trained Ambassador program, which provides pre-Show and at-Show customer service to visitors to assist them to achieve maximum enjoyment at the Show. At the same time, The Society continued its in-house customer service training programs for permanent and casual staff.

### 3. Reinforce value for money

- The Society has undertaken a range of positive programs over the past five years to ensure that the Show provided 'value for money'
- The exit survey in 1997 showed that a majority of visitors (82%) believe the Show provides value for money - despite general admission prices being increased for the first time in seven years (adult prices increased by \$2 to \$14 and children by \$1 to \$7).
- The Show also introduced new, popular attractions and special features:
  - One of these was a major coup for our showjumping events. The Show obtained the services of one of the Official Course Designers for the Sydney 2000 Olympic Games, Mr Palacios of Venezuela, who headed an elite design team for a World Cup Qualifier event at the Show. This special event was held under lights - with the audience permitted to sit on the Main Arena, close to the action.
  - Also introduced at the Show was a new animal attraction called 'Horses for Courses' which was added to the comprehensive livestock education program.

'Horses for Courses' was aimed at families and individuals who have an interest in horses but who have little or no experience or detailed knowledge of their care and upkeep.

- To further add value for money, the 1997 Royal Melbourne Show continued a totally new concept in food for visitors (introduced in 1996), away from just 'greasy takeaways' to offerings of some of the finest food in the land, centring on a new multi-outlet cafe named 'Paddock to Plate'. Some of Melbourne's highly regarded restaurateurs were part of this 'food revolution' - including Walters Wine Bar, Wallace Cheeseery, Chopsticks Affair and other Asian food outlets, and seafood from Top of the Bay.
- Prices for amusement rides and Showbags - and for key takeaway food items - were held at 1996 levels to help ensure the Show maintained value for money.
- Another special feature was in Horticulture which created a substantially bigger line up of exhibitors in the Horticulture Pavilion and the adjoining F B Ronald Pavilion, linked at first floor level with a specially constructed pedestrian walkway. The popular Floral Clock again attracted many visitors as they arrived at the Showgrounds by train.

**Results:** Exit polls showed that 82% of visitors described the 1997 Show as value for money.

### 4. Strengthen agricultural education elements

- Education has always been a core element of attracting visitors from both city and country to the Royal Show, which is regarded as one way of experiencing 'a little about a lot of country lifestyles'. The Society believes the key to success in this area is to provide education in an entertaining way.
- In 1997, the Royal Melbourne Show introduced a web site on the Internet for the first time. The site detailed the major attractions of the Show and is now being developed as a year-round site for The Society, providing information on the wide range of agriculture-related programs and activities conducted in conjunction with the Royal Melbourne Show.

- In 1997, the new education attraction at the Show was 'Horses for Courses' which added to the established attractions of 'Animal Nursery', 'Nature's Way', 'The Wonderful World of Pets', 'Walk to the Animals', 'Pigs and People' and 'Farrier's Forge', all of which continued to attract thousands of visitors.

**Results:** Exit polls showed that all these attractions were among the most popular features of the 1997 Show. The Animal Nursery rated 99% as 'entertaining or interesting', Wonderful World of Pets and Nature's Way both rated 96%, while 'Horses for Courses' rated 95%. The Walk to the Animals rated 87%.

### 5. Maintain/increase entries in farm animal events and ensure livestock and produce competitions maintain commercial relevancy

- Entries across a number of major events had shown a decline in recent years. The goal was to increase or at least maintain the levels of the previous year because without large entries, the relevance and future of the Show could be at risk.
- The strategy was to encourage a high standard of entries in terms of quality and presentation, maintain the importance of competitions across all categories, and demonstrate that the Show remains commercially relevant by the level and standard of entries.
- A specific Business-to-Business campaign was undertaken as a major marketing activity with Exhibitor groups. The campaign commenced some six months prior to the Show, with special newspaper features and a series of meetings to keep exhibitors informed about the Show and its programs, and most importantly, The Society's on-going commitment to the Show as the Showplace for Excellence in agriculture and agribusiness.

**Results:** A total of more than 32 000 entries were received for the Royal Melbourne Show, which was up compared with the figures for 1996. The key Show areas of beef and dairy cattle had entries comparable with 1996 despite extremely tough seasonal conditions throughout south-east Australia.

## Year-Round Agricultural Activities

In January 1998, the Royal Melbourne Horse Show, our annual horse breed event, was staged with great success. It is the biggest horse show in the Southern Hemisphere. A record number of 6,447 entries were received representing 28 breeds including Arabian Horses, Australian Saddle Ponies, Australian Stock Horses, Australian Stud Saddle Ponies, APSB Ponies (all breeds), Competition Horses, Miniature Ponies and Riding Ponies.

The 1997 Sheep and Wool Show, the largest event of its kind in the world, was conducted in July in partnership with the Australian Sheep Breeders' Association for the third year in succession. Outstanding entries were received in the stock sections, and entries in the ram sales and woolcraft competitions remained consistently high in terms of numbers and quality. We look forward to developing this event further with the ASBA.

The 1997 Royal Melbourne Dairy Show attracted more than 726 entries in 77 classes. 87 Australian companies entered this major industry event, sponsored by the Australian Dairy Corporation. It judges the finest dairy products including cheese, butter, ice cream, yoghurt, chocolate, cheesecake and dairy desserts and The Grand Champion Cheese of the Year was Kraft's Renmano.

The 1997 Royal Melbourne Wine Show attracted a record 3,066 entries. Strong growth in the number of companies entering was experienced which is reflective of the continuing development of the Australian wine industry. The coveted Jimmy Watson Trophy was awarded to Gulf Station Vineyard: DeBortoli Wines Pty Ltd. Shiraz 1996. The inaugural Premier's Gold Trophy for Victorian Wine was awarded to Brown Brothers Pty Ltd - Show Muscat (2)

The 1997 Liquorland Australian International Beer Awards, run by the Society in conjunction with the University of Ballarat, attracted a record 436 entries (up 51% on 1996) from Australia and overseas. Entries were received from 75 international breweries in 24 countries and from 30 Australian breweries. South African Breweries Lion Lager beer was awarded the Grand Champion title. The Premier of Victoria, The Hon Jeff Kennett has become Patron of the Awards.

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.

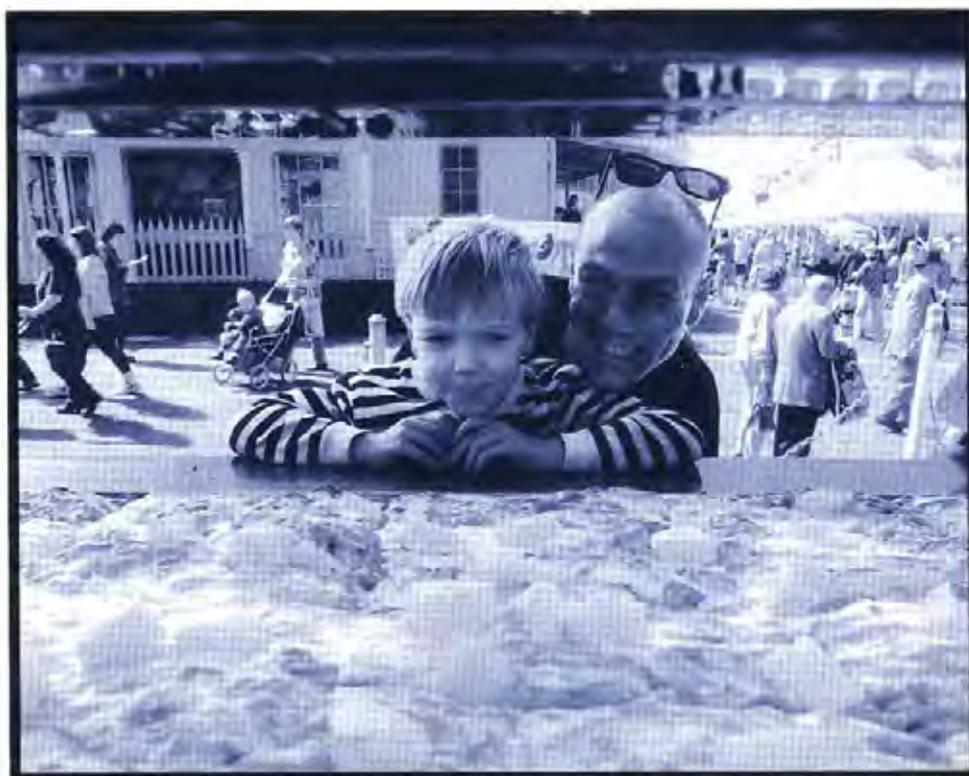
While entrants and winners benefit from the publicity and competition, the public Field Days offer a great opportunity for learning. Panels of expert industry judges are used and the competitions would not be possible without the assistance of the Victorian Agricultural Societies Association (VASA), the Victorian Government through Department of Natural Resources and Environment, and our sponsors. The commercial farming competitions are:

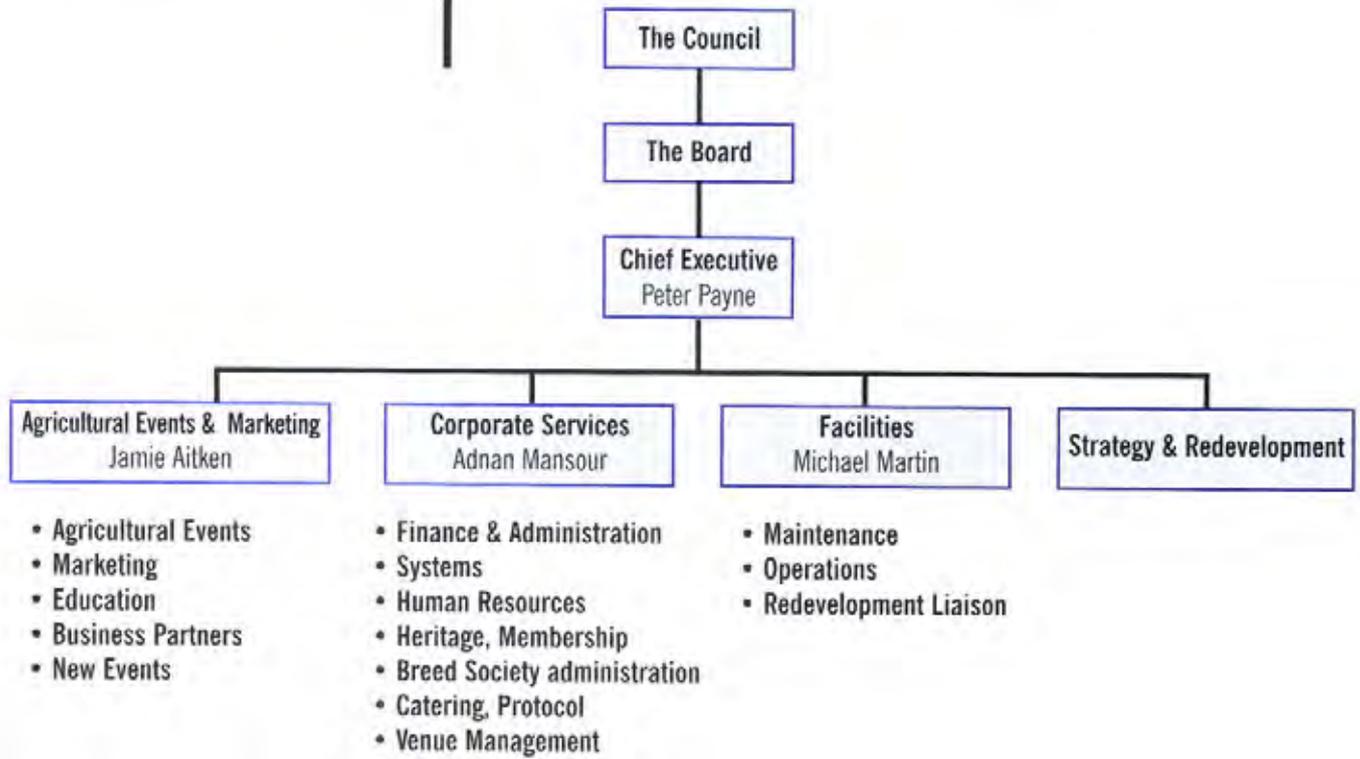
- The Genetics Australia Dairy Herd of the Year
- The Commonwealth Bank Victorian Farm Management Competition
- The Genetics Australia Share Dairy Farmer of the Year
- The Royal Agricultural Society of Victoria Commercial Flock of the Year

Details of the winners of these prestigious competitions are listed in Page 13 of the Annual Report.

Other agricultural competitions run by The Society include Grains, Hay & Chaff, Fleece, Honey, Beef Carcase and Bacon Pig Carcase Competitions.

*Food, glorious food attracts young and old at the Show.*





General Management



L - R Jamie Aitken, Michael Martin, Peter Payne, Adnan Mansour

Group Managers: Agricultural Events and Marketing



L - R Liz Porter, Joanne Jeffery, Darren Peacock, Sarah Doyle, Adrian Smith, Sue Kirk, Brian Morley

Group Managers: Corporate Services and Facilities



L - R Sue Gullick, Jill Thomas, Eric Ackermann, Barbara Chalkley, Michael Lynch, Maxine Sinclair, Alan Kirk. Absent - Tim Morgan

## Sponsors & Supporters

### Champion Ribbon

Blue Frame Buildings  
National Australia Bank  
National Foods Milk Ltd  
NutriPet Pty Ltd  
Rural Finance Corporation  
Stock & Land  
Streets Ice Cream  
The Herald & Weekly Times Limited  
VACC Insurance Company Ltd

### Blue Ribbon

Australian Dairy Corporation  
Balfour Wauchope Pty Ltd  
Carlton & United Breweries Limited  
Cleavevent Pty Ltd  
Coles Supermarkets  
Commonwealth Development Bank  
Encyclopaedia Britannica  
Mrs Diana Gibson  
Kubota Tractor (Australia) Pty Ltd  
Liquorland (Australia) Pty Ltd  
Lombard The Paper People Pty Ltd  
McDonald's Family Restaurants  
Melbourne Market Authority  
Mercedes-Benz Pty Ltd  
Philip Morris Group  
Schweppes Cottees  
Victorian Dairy Industry Authority  
Victorian Producers' Co-operative Company Ltd  
Visy Board Pty Ltd  
WIN Television

### Red Ribbon

Complete Party Hire  
Genetics Australia  
Haynes Paint  
Just Jeans  
Kodak (Australasia) Pty Ltd  
Magic 693  
Michael O'Brien Catering Pty Ltd  
PFD Food Services  
Stihl Pty Ltd  
TEN Victoria  
White Wings  
Wittingslow Entertainment Services Pty Ltd

### White Ribbon

Agriculture Victoria  
Australian Pork Corporation  
Castlemane Bacon Company  
Commonwealth Bank of Australia  
Eckersley's Pty Ltd  
Guernsey Cattle Society of Australia (Vic Branch)  
Michaels Camera & Video

Mitre 10 Southern Region  
Moonee Valley Racing Club  
Murray Goulburn Co-operative Co. Ltd  
Pig Research & Development Corporation  
Pivot Limited  
Seniors Card  
Valiant Commercial Furniture Hire  
Victoria Racing Club  
Westfarmers Dalgety Limited  
Wesquip Pty Ltd

### Yellow Ribbon

Ace Radio Network  
Alfa Laval Pty Ltd  
Arcadian Wool Brokers  
Arthritis Foundation of Victoria Inc  
Arthur Robinson Hedderwicks  
Australian Alpaca Association Inc  
Australian Hereford Society Limited  
Australian Jersey Breeders' Society (Vic Branch)  
Australian Limousin Breeders' Society (Vic Region)  
Australian Society of Breeders of British Sheep  
Australian Wheat Board  
Beef Shorthorn Society of Australia (Vic Branch)  
Bontac Foods Limited  
Alf Cantrell  
Chambers Gallop McMahon Pty Ltd  
City Gardens Apartments  
CSL Limited  
Department of Natural Resources & Environment  
D.L.C. Australia Pty Ltd  
Durkin Amusements  
Equestrian Federation of Australia  
Foster Amusements  
Fowlers Vacola  
Gag Magic Showbags  
GIO Australia  
Glennobyn Enterprises (Vic) Pty Ltd  
Godfrey Hirst Wool  
Grains Research & Development Corporation  
Hoechst Australia Limited  
ISP Pty Ltd  
Joe White Millings Ltd  
K&G Jackson Amusements  
K.Ritchie Riding Wear  
Kimbears Pty Ltd  
Lowdens Saddleworld  
Mentay Steel-Fab Construction Pty Ltd  
Myer Stores Ltd  
Nationwide Dictating Pty Ltd  
New Zealand Hop Marketers Board  
Nufarm Limited  
Pfizer Animal Health  
Quest International Australasia Ltd

RAB Australia  
Royal Parade Irica Hotel  
Semex Australia Pty Ltd  
Shell Australia Limited  
Showbag Marketing Australia Pty Ltd  
Mrs Belinda Short  
Sunbeam Corporation Limited  
Super Cinema 3d Pty Ltd  
Sykes Drench Australia  
Teangi Stock Feeds  
The Salers Centre  
Thomas Amusements  
TPA Shows Pacific  
VASA  
Victorian Association of Agricultural Administration  
Woodylins Nurseries  
WR Grace Australia Ltd

### Other Participants

A & G Engineering  
A & Y Clarke  
Agfa Gevaert Ltd  
Air Liquide Australia Ltd  
Alexander Motor Inn & Frederik's  
Allflex Australia Pty Ltd  
Ancona Club of Australia  
Anderson (Estate of the late BR)  
Angus Society of Australia (Federal Council)  
Angus Society of Australia Victorian Branch  
Anthony Smith & Associates  
Art in Bark Association of Australia  
Ash State Management Council  
Ashford Australia Pty Ltd  
Association for the Blind  
Aussie Quilts  
Aussie Swag Jewellery  
Aussie Wool Quilts  
Austam Syndicate  
Austo's Racing Saws & Axes  
Australasian Dexter Association Inc  
Australian Academy of Cake Decorating  
Australian Ayreshire Breeders Association  
Australian Bakels Pty Ltd  
Australian Bark Art Exchange  
Australian Brahman Breeders' Association  
Australian Corriedale Association Ltd  
Australian Dorset Horn Association  
Australian Gelbvieh Association Inc  
Australian Horse Sports  
Australian Lace Guild  
Australian Miniature Pony Society Inc  
Australian Poll Dorset Association Inc  
Australian Poll Hereford Society Ltd  
Australian Red Poll Cattle Breeders Association  
Australian Red Poll Society

Australian Salers Association (Victorian Branch)  
Australian Simmental Breeders' Association (Victorian Branch)  
Australian Type Company  
Avago Wool Company  
Ayreshire Cattle Society of Australia (Victorian Branch)  
B & L Tetlow Pty Ltd  
Basket Makers of Victoria Inc  
Bead Company Victoria  
Beef Shorthorn Society of Australia (Federal Council)  
Bendigo Woollen Mills  
Berlam Pty Ltd  
Birch Haberdashery & Craft  
Border Fancy Club of Victoria  
Boyle Industries Pty Ltd  
BP Australia Limited  
Bronson & Jacobs  
C.E.P.A. (Farm Supplies)  
Cake Decorating Centre  
Greensborough  
Cake Decorating Schools of Australia  
Cake Decorators Association of Victoria  
Callendale Horse Stud  
Calligraphy Society of Australia  
Camden Park Collection Pty Ltd  
Cashco Enterprises  
CC Stockfeeds Pty Ltd  
Cecil & Co (Tinsmiths)  
Central Victorian Axeman's Association Inc  
Charolais Society of Aust (Vic Region)  
Choice Cake Decorating Centre  
Chris' Greek Dips  
Cigweld  
Clayton F J & Son  
Collotype Lables Pty Ltd  
Coolana Corriedales  
Coora Partnership  
Corprice Feeds  
Cork & Seals Pty Ltd  
Cork Supply  
Country Women's Association of Vic  
Craftee Cottage  
Crawford Dowling  
Crittendens Fine Wine Merchants  
CSR Limited  
Cuno Pacific Pty Ltd  
Cyclone Fencing  
D L & W E Davies  
Dairy Shorthorn Association of Australia  
Davey Products Pty Ltd  
David Jones Hair & Beauty Salon  
Decoupage Guild Australia Inc  
Devon Park Guernsey Stud  
Dillams Handles  
Discovery Bay Alpacas  
Dr Eve Addis  
Dragoco Australia Pty Ltd

Driver Family  
 Duryea Family  
 E & R N McNabb Pty Ltd  
 E Cramer & Sons Pty Ltd  
 L Hine & S & M Phillips  
 Earl (G & J) Pty Ltd  
 Elanora Beef Shorthorn Stud  
 Embroiderers Guild of Victoria  
 English Leicester Association of Australia  
 Equine Education  
 Essendon Poultry Society  
 F J Hewson Estate of Farm Pride Foods  
 Finishing Touches Cake Decorating Centre  
 Frigrite Refrigeration  
 Gaine Packaging  
 Gallagher Fencing  
 Gaywool-Nooramurga Ind  
 George Fethers & Co Trading Pty Ltd  
 Germantown  
 Gilbert Chandler  
 Glenfields Pastoral Company  
 Glenormiston College  
 Global Livestock Marketing  
 Goulburn Ovens Institute of TAFE (Wangaratta)  
 Greater Melbourne Cashmere Group  
 Guernsey Cattle Society of Australia (Federal Council)  
 Hamag Pty Ltd  
 Hand Knitters Guild  
 Handweavers & Spinners Guild  
 Harvest Products Pty Ltd  
 Heritage Design Studio  
 Hicks Family  
 Holeproof Socks  
 Holstein Friesian Association of Australia (Victorian Branch)  
 Horseland  
 Hunters Bamawn Bull Farm  
 Ilford Australia Pty Ltd  
 Illawarra Cattle Society of Australia (Victorian Branch)  
 Images Sewing Circle  
 Inky Pinky  
 It's Mine  
 Jac Australia Pty Ltd  
 Jarvis  
 Jonan Ceramics  
 June Neylon's The Magic Brush  
 K & P Kuhne  
 Kalinka Charolais Stud  
 Kennedy's Aluminium  
 Kraft Foods Limited  
 L & F Seuren  
 Langshan Club of Queensland  
 Leghorn Club of Australia  
 Lever Roxona  
 Lincoln Red Cattle Society of Australia  
 Lofly Connections

L S Booth Wine Transport  
 M C Herd Pty Ltd  
 Machine Knitters Association of Victoria Inc  
 Maine-Anjou Society Limited  
 Victorian Branch  
 Maria George Pty Ltd  
 Marquetry Society of Victoria  
 Max & Bruce Balharrie Pty Ltd  
 Melbourne Canary Improvement Society  
 Melbourne Wool Ball Committee  
 Merck Sharp & Dohme  
 Meriel Australia  
 Messrs E & B Machen  
 Messrs M & I Douglas  
 M J & G L Schulze  
 Mohair Australia Ltd (Victorian Division)  
 Mooleric Host Farm  
 Moonit Sheep Breeder  
 Morriallane Merino Stud  
 Mr & Mrs A J Cocks  
 Mr & Mrs G & T Norms  
 Mr & Mrs J L C & J Henderson  
 Mr & Mrs K Morleton  
 Mr & Mrs M & R Shea  
 Mr & Mrs N Fry  
 Mr & Mrs N M & M N Wilkie  
 Mr & Mrs R A Baulch  
 Mr & Mrs R E & J L Knight  
 Mr & Mrs R Speirs  
 Mr & Mrs R W & J Paterson  
 Mr & Mrs W C & B W Moon  
 Mr A Freoley  
 Mr Andy Whitehead  
 Mr B Vallenca  
 Mr Bruce McGregor  
 Mr Colin Christie  
 Mr D McDonald  
 Mr D Simpson  
 Mr David FASTER  
 Mr David Lowing  
 Mr E M Baker  
 Mr Eric M Huggard  
 Mr F R I Stephens  
 Mr F Sorraghan  
 Mr G A Allan  
 Mr G Sheppard  
 Mr Gordon Estcourt  
 Mr Ian G Duffly  
 Mr J K Buchanan AM  
 Mr J D Campbell  
 Mr J Swan  
 Me K W McNab  
 Mr Mike Fullgrave  
 Mr R Cox  
 Mr R Sims  
 Mr R W Pettit  
 Mr Rod McRobert  
 Mr Ron Harling  
 Mr T Aylor  
 Mr Tony Tickson

Mr V Wilson  
 Mrs D Callaghan  
 Mrs E R Lithgow  
 Mrs Elizabeth Luckock  
 Mrs J Angliss  
 Mrs J H H Sleigh  
 Mrs Jennifer Watson  
 Mrs Joy Johnson  
 Mrs Judee Luke  
 Mrs K Boyle  
 Mrs K F May & Daughters  
 Mrs M Barber  
 Mrs M Freshwater  
 Mrs M Jorgensen  
 Mrs R B Langdon  
 Mrs S Akman  
 Mrs S J Field  
 Mrs S M Beck  
 Mucchiali (Bryan R) Pty Ltd  
 National Buckskin Society  
 Needlework Tapestry Guild of Victoria  
 Nivek Axes  
 North & East Gippsland Axemans Association  
 Northern District Canary Improvement Society  
 Novartis  
 Office Force  
 Orchard Soft & Almond Icing Co  
 Orlando Wines  
 Paddy's Victorian Oven  
 Paper Tole Creations & Supplies Pty Ltd  
 Pascoe Vale Hand Spinners & Weavers  
 Patchwork & Quilters Guild of Victoria  
 Paul Robinson & Partner  
 Penguin Books Aust Ltd  
 Pennant Products  
 Perangwa Farm  
 Plumbing/Sheetmetal/Coppersmith Ins Assoc  
 Plymouth Rock Club of Australia, Victorian Branch  
 Polaroid Sunglasses  
 Portavin  
 Printed Images  
 Pure Jersey Breeders Association  
 Queensland Bantam Waterfowl Club  
 Quick Spin Australian Superfine Wool Growers Association  
 Rare & New Breeds Poultry Society of Victoria  
 Ridley Agri Products  
 Rose Vega Holstein Stud  
 Rosewall Cashmere  
 Santa Gertrudis Breeders' (Aust) Association  
 SBA Foods  
 Scarlet Meadows Pty Ltd  
 Seabrook Family  
 Seagram Australia Pty Ltd

Serendipity Collection  
 Shady Willows Merino Stud  
 Shorthorn Society of Australia (Victorian Branch)  
 Showpen Homer Club of Australia  
 Silcol Stud  
 Singer Australia Limited  
 Society of Folk & Decorative Artists  
 South & Central Gippsland Axemans Association  
 South Devon Cattle Society of Australia Inc (Victorian Branch)  
 South Gippsland Jersey Breeders Club  
 Southern Canary Club  
 St Albans Textile Co Pty Ltd  
 Suffolk Sheep Breeders' Association of Victoria  
 Susie O Cake Decorating Centre  
 Tarrdwamcoort  
 TEAV Statewide Resources Centre  
 The Kelvin Club  
 The Murray Grey Beef Cattle Society Inc  
 The Southdown Breeders' Association of Victoria  
 The Wine Society  
 Touch Yarns & Fibres  
 Troutbeck (Estate of the Late H W R)  
 Tuatahi Axes & Saws  
 Tweed Valley Fruit Processors Pty Ltd  
 Victorian Bookbinders' Guild Inc  
 Vic Stud Merino Sheep Breeders' Association  
 Victorian Academy of Decorative Art  
 Victorian Axeman's Council Inc  
 Victorian Breast Screening  
 Victorian Egg Decorators Guild Inc  
 Victorian Elizabeth Duck Club  
 Victorian Guild of China Painters Inc  
 Victorian Home Economic & Textile Teachers Association  
 Victorian Pigeon Society  
 Victorian Poll Hereford Assoc  
 Victorian Quilters Inc  
 Victorian Red Poll Society Inc  
 Victorian Shorthorn Supporters  
 Victorian South Suffolk Society  
 Victorian Waterfowl Association  
 Victorian Wine Industry Association Inc  
 Victorian Woodworkers Association  
 Vintage Cellars  
 Wagners  
 Waproc Pty Ltd  
 Ward McKenzie Pty Ltd  
 Waverley Patchworkers  
 Welsh Pony & Cob Society  
 Werndew Stud  
 Wentwood Wine Agencies  
 Wilson Messrs H C & K M  
 Winemakers Federation of Australia  
 Winery Supplies Pty Ltd  
 Yarra Falls Pty Ltd  
 Yullundry Pastoral Co

## Sponsors & Supporters

### Trophy Trust Funds

Kameroo Suffolk

Airlea Trophy

Balmoral Trophy

B. Barr Memorial

F.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. Luxmoore

Elizabeth Manton

K. McGarvie

Ken McClean Memorial

A.F. McNaughton

C.C. McNaughton

R.R. Mitchell

Sir Norman Myer

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 Louise 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 Rupert Clarke Trophy

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

The Premier's Gold Trophy (Best Victorian Wine  
at Melbourne Wine Show) – first awarded 1997

W McCulloch Cup for Best Hunter – awarded to A.  
W Robertson at National Agricultural Society's  
Show 23.10.1873.

*The spectacular line of Belted Galloway cattle  
in the Show's Grand Parade.*



**ALPACAS****FEATURE BREED**

*Senior Champion Male:*  
Fisher & Rainbow  
"Kingston Park Paragon"  
Granbourne, Vic

**APICULTURE**

*Champion Honey - Small Producers:*  
Stan Starr, Avondale Heights, Vic

*Champion Honey - Open Producers:*  
K W Broomfield, Colac, Vic

*Champion Honey - Packers Section:*  
Leabrook Farms Honey, Kensington  
Park, SA

*Champion Mead:*  
Stan Starr, Avondale Heights, Vic

*Champion Queen Bee:*  
Colin J Smith, Maryborough, Vic  
John van Woegehel, Noble Park, Vic

**ART & CRAFT**

*Florence Monod Memorial Award for  
the Best Exhibit in Art & Craft:*  
Mrs S Swart - Knitting

**AUSTRALIAN INTERNATIONAL  
BEER AWARDS**

*Grand Champion & International  
Section Champion:*  
South African Breweries - Lion Lager

*The Vice Chancellors Trophy*  
Castlemaine Perkins Ltd, Australia

*Small Brewery Champion:*  
Emerson, Brewery Weissbier,  
New Zealand

*Specialty Section Champion:*  
Beach Avenue Wholesalers  
Clausthaler Premium

**BIRDS**

*Best Finch in Show:*  
G Hayes - Bayswater

*Best Canary:*  
T & R Brooks, Tullamarine

*Grand Champion Budgerigar:*  
G T Prowse, Briar Hill

**CARCASE COMPETITIONS**

*Grand Champion Beef Carcase:*  
B & A Gill, Grantville, Vic  
Limousin Angus/Hereford

*Champion Bacon Pig Carcase:*  
P R & J E McIntosh, Strathmerton, Vic

**CATS**

*Best Longhair Kitten:*  
Sublime Something Special (Male)  
Orange Eyed White Persian -  
D Turner & L Ulrick

*Best Longhair Cat:*  
CCC of A TPL GD.CH.,  
GLD.GD.CH. "Tuam Something Else"  
(Female Blue Eyed White Persian)  
D Turner, R & C U'Ren

*Best Longhair Neuter:*  
CCC of A TPL.GD.CH. GLD. G.DPN -  
Chinlea Zirconia (C Male Orange  
Eyed White Persian) -  
Mr & Mrs G & M Chasemore

*Best Siamese/Oriental/Foreign  
White Kitten:*  
Perilanda Kitten (Female Blue Tabby  
Pt Siamese) - M & J Lumley

*Best Siamese/Oriental/Foreign  
White Cat:*  
Syrecks Sequoia (Female Seal Point  
Siamese) - Mrs M Olser

*Best Siamese/Oriental/Foreign  
White Neuter:*  
Cindylin Princess nala, (Female Seal  
Pt Siamese) - Mrs D Sutherland  
Mrs E Krznaric

*Other Shorthair Kitten:*  
Sardross Bocky Cole (Female British  
Shorthair Blue) - Mrs E Tempany

*Other Shorthair Cat:*  
CCC of A GD. CH., GLD.GH.CH  
Duncheon Lennox (C Male Brown  
Tabby Scottish Fold) - Mrs K Bond

*Other Shorthair Neuters:*  
Merindalee Touch N Go (C. Male  
Tawny Abyssinian) - Mrs B Lewis

*Best Domestic & Part Pedigreed  
Cats/Kittens:*  
Briannon (S Female) - Ms R Brown

**CATTLE**

*Supreme Beef Breed Bull:*  
Doonbiddie LJS Pty Ltd, Bundanoon, NSW  
Doonbiddie Hustler (Poll Hereford)

*Supreme Junior Beef Breed Bull:*  
Doonbiddie LJS Pty Ltd, Bundanoon,  
NSW  
Doonbiddie Hustler (Poll Hereford)

*Supreme Beef Breed Female:*  
McLachlan Group, Glenquarry, NSW  
Airlie Polled Pussy Cat (Charolais)

**Feature Beef Breed -  
Beef Shorthorn**

*Grand Champion Bull:*  
A H & S B Loane, East Devonport  
Tasmania  
Dunroan Russell

*Grand Champion Cow:*  
R T & Y E Falls & Sons, Finley, NSW  
Malton Prime Vivian Felicia

*Champion Dairy Cow:*  
HT, VJ & JH Gardiner Pty Ltd,  
Five Ways Vic  
Avonlea Lindy Connie

*Champion Dairy Heifer:*  
HT, VJ & J H Gardiner Pty Ltd,  
Five Ways, Vic  
Avonlea Raider Jacko (Holstein)

*Champion Junior Heifer:*  
R B & J M Templeton, Pakenham, Vic  
Viewfort Eldor Pansy (IMP) (ET)

*Champion Vessel:*  
J L, E E & G M Waters, Deniliquin, NSW  
Willow Dell Girlie 175th (Jersey)

*Champion Dairy Bull:*  
Miss J L Wilkie, Bacchus Marsh, Vic  
Crookslea Fay Valiant

**Feature Dairy Cattle Breed -  
Guernsey**

*Champion Cow:*  
T Shea, Bacchus Marsh, Vic  
Crookslea Valiant Dimples

*Champion Bull:*  
Miss J L Wilkie, Bacchus Marsh, Vic  
Crookslea Billy J Prince

**CAVIES**

*Best In Show:*  
Sathra Spiritual Star - S McLean (NSW)

**COMMERCIAL EXHIBITORS'  
AWARD**

*Best Amusement Presentation - Ride:*  
Allans Amusements - Jungle of Fun

*Best Amusement Presentation - Game:*  
Fosters Amusements - Knock  
Sweetie into water

*Best Display by a Commercial  
Standholder:*  
Australian Consolidated Press

*Best Display of Manufactured  
Products:*  
Wild Trout Down Under

*Best Service Industry or Community  
Service Display:*  
AE Displays for "Ferret PAWS"

*Best Display by a Government or  
Semi Government Instrumentality:*  
Victoria Police

*Best Primary Industry Display:*  
National Meat Association

*Best Horticultural Display:*  
Campbells Mushrooms

*Best Exhibit "Natural Fibres":*  
International Wool Secretariat

*Best Themed Catering Site:*  
Paddock to Plate Pavilion  
Michael O'Brien Catering

*Best Fixed Catering Outlet other  
than a Restaurant:*  
Country Women's Association

*Best Restaurant:*  
Walters Wine Bar

*Best Modular Catering Outlet:*  
Fresh Approach

**COMMERCIAL FARMING  
COMPETITIONS**

*Genetics Australia Dairy Herd of the  
Year:*  
L & N Caster, Longwarry, Vic

*Commonwealth Bank Victorian Farm  
Management Competition:*

**Section A** for enterprises of less  
than \$1,000,000 - I & L Bolitho,  
Coomboona, Vic

**Section B** for enterprises of more  
than \$1,000,000 - Garacama Pty  
Ltd, Piangl, Vic

*Genetics Australia Share Dairy  
Farmer of the Year:*  
G & V Wickham, Nullawarre, Vic

*The RASV Commercial Flock of the  
Year:*  
The Potter Family Trust, Boort, Vic

**DAIRY PRODUCE**

*Champion Butter for Export:*  
Bonlac Foods, Ltd - Unsalted Butter

*Champion Butter Fresh:*  
Bonlac Foods Ltd., Drouin, Vic -  
Western Star

*Champion Dried Milk Product:*  
Bonlac Foods Ltd, Dandenong, Vic -  
Diploma

*Champion Yoghurt:*  
Murrumbidgee Dairy Products  
Yomix - Strawberry Reduced Fat

*Grand Champion Cheese:*  
(sponsored by The University of  
Melbourne Gilbert Chandler College)  
Kraft Foods Ltd - Renmano

*Champion Cheddar Cheese Award:*  
United Milk, Tasmania  
(Matured cheddar)

*Champion Cream:*  
Murrumbidgee Dairy Products -  
Sour Cream

*Champion Ice Cream:*  
Norco Uismore Cape Byron -  
Mudcake

*Champion Dairy Dessert:*  
Exquisite Pty Ltd  
(Hazelnut Chocolate Mousse)

## Major Award Winners 1997

*Champion Flavoured Milk:*  
Dairy Farmers Cruise

*Champion Chocolate:*  
Dulio Chocolates - Coffee Beans

## DOGS

*Best Exhibit in Show:*

Ch Graphic American Dream (Imp. USA) Poodle (Standard)

Exhibited by: A Hosford, L Perry & A Hansen

*Runner up to Best Exhibit in Show:*

Eng & Aust Ch. Loranka's Dream Lover at Le Chevalier (Imp. UK)

Cavalier King Charles Spaniel  
Exhibited by: R & R M Franze & T Buckley

*Best Puppy in Show:*

Bratrice Hot Shot (V)

British Bulldog

Exhibited by: G B & Mrs S E Edmunds

## FARM INVENTIONS

Michael Dennis, Maggie - Dump Feeder

Evan Sinclair, Ballan - Instantaneous Electric Water Heater

Graeme Chalker, Balwyn - Wheel Brace

Tony Mulheron, Bunninyong - Tree Guard Stake Installing

Craig Chessum, Trentham - Water Filter

## FLEECES

*Champion Fleece in Show:*

MGR & S E Collins, Mount Bute, Linton, Vic

## HAY AND CHAFF

*Leo Bartels Memorial Trophy - Clover Hay - Conserved Fodder:*

Alison Dahlenburg  
Murrumbidgee, NSW

*L W Alexander Memorial Perpetual Trophy - Meadow Hay:*

A W & I F Bunn, Tatura, Vic

*Most Successful Exhibitor:*

Ian Smith, Rocklyn, Vic

## GOATS

*Senior Champion Doe-Dairy:*

"Toggenburg" Max Brooks  
M Maccona, Airport West, Vic

*Supreme Champion Angora:*

SC & JM Mullins, Goolbarril Angoras Lilydale

*Supreme Champion Boer:*

Rushmore Park Boer Stud  
Rushworth, Vic

## GRAINS

*Champion Australian Hard Wheat:*  
A Threadgold, Swan Hill, Vic

*Champion Australian Soft Wheat:*  
RMT & RA Caldwell, Moama, NSW

*Champion Australian Premium White/Standard White:*  
DG & JO Lush, Dareton, NSW

*Champion Australian Noodle Wheat:*  
MA & JC Middleton, Wakool, NSW

*Champion Oats:*  
Hodder Pastoral Co, Stawell, Vic

*Champion Milling Oats:*  
Hodder Pastoral Co, Stawell, Vic

*Champion Oil Seeds:*  
PV, IL & JCD Taylor, Stawell, Vic

*Champion Pulses:*  
LU & UA Bell, Horsham, Vic

*Champion Barley-low rainfall zone*  
Leyonhjelm & Co, Jeparit, Vic

*Champion Barley-high rainfall zone*  
A Lloyd, Sunbury, Vic

## HORSES

*Best Equestrienne Turnout*

(Garryowen Trophy):  
Miss P Ahern "Pageant"

*Champion Saddle Horse over 15 hands:*  
Miss C L Cleves "Hyde Park"

*Champion Saddle Galloway:*  
"Syon Sheer Delight" owned by  
Mrs A M Penalurick

*Champion Saddle Pony (over 12.2 and not over 14 hands):*  
"Kirreway Explorer" owned by  
Mrs J Bode

*Champion Saddle Pony (12.2 hands and under):*

"Murrumbidgee Ringmaster" owned  
by Misses B & H Baldwin

## HORTICULTURE

*Coles Floral Design Competition*

*1st Prize:*

Lyn Sutton, Mont Albert Florist,  
Mont Albert, Vic

*2nd Prize:*

Vicki Eaton, Eaton Florist  
Brunswick, Vic

*3rd Prize:*

Glenda Neilsen, Monbulk, Vic

## PHOTOGRAPHY

*Best Print in Exhibition:*

Mr Wei Zheng - Piety

*Best Slide in Exhibition:*

Mr Jia Wang - Dance of Thailand

## POULTRY

*Champion Bird in Show:*

Pekin White Cock - B B Lane,  
Mount Hutton, NSW

## SHEARING

*Shell Quality Stakes:*

Stuart Grigg, Kadnook Via Edenhope,  
Vic

*Sunbeam Quality Stakes:*

Shannon Warnest, Angaston, SA

## SHEEP

*Supreme Champion Ram:*

A D & R L Russell, Donald, Vic

*Supreme Champion Ewe:*

G & M Armstrong, Marra, NSW 2652

*Medullated Fibres Feature*

*Supreme Champion Drysdale:*

M L & A R J Freshwater, Kilmory, Vic

*Champion Carpetmaster Fleece:*

P & D Pickering, Pakenham, Vic

*Supreme Champion Longwool Group:*

M Kingman, Narre Warren Nth, Vic

*Supreme Champion Shortwool Group:*

Burando Partnership, Foster, Vic

## WINE

*The Jimmy Watson Memorial Trophy*

*for the Best Red Beverage Wine of the vintage year prior to the current vintage year:*

Gulf Station Vineyard, DeBortoli  
Wines Pty Ltd - Shiraz 1996

*The Victorian Wine Industry Association Inc Trophy for the Most Successful Exhibitor in Victorian Wine Classes:*

Windy Peak Vineyards, DeBortoli  
Wines Pty Ltd

*The Douglas Seabrook Memorial Trophy for Best Red Wine in Show:*

Mitchelton Wines Pty Ltd, Cabernet  
Savignon/Merlot 1990

*The Premier's Gold Trophy for Victorian Wines:*

Brown Bros, Milawa Vineyard Pty  
Ltd, Show Muscat (2)

*The Mick Morris Trophy for Best Muscat in Show:*

Brown Bros Milawa Vineyard Show  
Muscat (2)

## WOODCHOPPING

*Grand Aggregate:*

D Foster, Latrobe, Tas

*Balfours Pies/Jackson Amusements Australian Tree Felling Championship (300mm):*

M Gurr, Deloraine, Tas

*Balfours Pies Australian Standing Block Championship (350mm):*

D Bolstad, Taumarunui, New Zealand

*Castlemaine Bacon Underhand Championship (375mm):*

D Foster, Latrobe, Tas

*Cleanevent Hard Hitting Championship (Standing 300mm):*

D Foster, Latrobe, Tas

*Cleanevent Hard Hitting Championship (Standing 300mm):*

D Foster, Latrobe, Tas

## YOUNG CITIZEN AWARD

Ivan Liley - Central & South

Gippsland Group

Carolyn Smith - Goulburn Valley

Group



The strain of competition in the Australia v New Zealand Woodchopping Test Match.

## CORPORATE GOVERNANCE

The Directors are responsible for the Corporate Governance practices of The Society and are elected by Council, who in turn are elected by the Membership. The main Corporate Governance practices that were in operation throughout the financial year, except where otherwise indicated, are summarised below.

### Board of Directors

The Board carries out its responsibilities according to the following mandate:

- the Board should comprise ten Directors;
- other than the Chief Executive, Directors must be Councillors of The Society and consequently non executive;
- the Board shall not be paid remuneration;
- the Chairman of the Board is also the President of The Society;
- the Directors should possess a broad range of skills, qualifications and experience;
- the Board should meet on a regular basis, with at least 11 meetings each year;
- all available information in connection with items to be discussed at a meeting of the Board shall be provided in writing to each Director prior to that meeting.

The primary responsibilities of the Board include:

- the establishment of policy in relation to the long term goals of The Society;
- strategic plans to achieve those goals;
- the review and adoption of annual budgets for the financial performance of The Society and monitoring the results on a regular basis;
- the appointment of the Chief Executive and approval of executive remuneration;
- the approval of the annual financial statements; and
- ensuring The Society has implemented adequate systems of internal controls together with appropriate monitoring of compliance activities.

### Human Resources Committee

The Board has established a Human Resources Committee, to be chaired by the President, consisting of four Non Executive Directors and the Chief Executive and assisted by the Company Secretary.

The Committee is also supported by an external adviser. The Human Resources Committee generally oversees The Society's human resources policies and procedures, and in particular reviews the remuneration of the senior executive and makes recommendations to the Board.

The Committee is also responsible for the identification of prospective participants on Board Committees for recommendation to the Board.

### Audit Committee

The Board has established an Audit Committee consisting of four Non Executive Directors.

The Audit Committee:

- provides a forum for the effective communication between the Board and the external auditors;
- reviews and recommends the adoption of the annual financial statements by the Board;
- reviews the effectiveness of management information systems and systems of internal control; and
- the efficiency and effectiveness of the external audit function, including reviewing the audit plans and audit fees.

The Chief Executive and the Chief Financial Officer are represented on the Committee in an ex-officio capacity and the external auditors are generally invited to attend Committee meetings. The Audit Committee also meets with, and receives regular reports from, the external auditors concerning matters which arise in connection with the performance of their audit role, including the adequacy of key internal controls.

### Risk Management

The Board is responsible for The Society's system of internal controls. The Board constantly monitors the operational and financial aspects of The Society's activities and through the Finance and Audit Committees, the Board considers the recommendations and advice of external auditors and other external advisers on operational and financial risks that face The Society. Where considered necessary, appropriate action is taken to ensure that The Society has an appropriate internal control procedure in place to manage the key risks identified.

In addition, the Board investigates ways of enhancing existing risk management strategies, including appropriate segregation of duties and the employment and training of suitably qualified personnel.

### Code of Conduct

As part of its commitment to the high standard of conduct, The Society adopts a Code of Conduct to guide executive management and employees in carrying out their duties and responsibilities. The Code of Conduct covers such matters as:

- responsibilities to stakeholders;
- relations with key customers and suppliers;
- employment practices;
- responsibility to the community; and
- guiding principles for the way The Society wishes to conduct its business.

*Big smiles all round after another big day at the Show.*



**The Royal Agricultural Society of Victoria Limited**  
ACN 006 728 785

**1997 - 1998 ANNUAL REPORT**

**FOR THE YEAR ENDED 31 MARCH 1998**

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## COMPANY INFORMATION

### Registered and Administration Office

Royal Showgrounds  
Epsom Road  
Ascot Vale  
Victoria 3032  
AUSTRALIA

Telephone (03) 9281 7444  
International +61 3 9281 7444  
Facsimile (03) 9376 2973  
International +61 3 9376 2973  
Email: [rasv@melbourne.net](mailto:rasv@melbourne.net)

### Auditors

Pannell Kerr Forster  
Chartered Accountants  
485 La Trobe Street  
Melbourne  
Victoria 3000  
AUSTRALIA

### Bankers

National Australia Bank Limited  
460 Collins Street  
Melbourne  
Victoria 3000  
AUSTRALIA

### Solicitors

Arthur Robinson and Hedderwicks  
Stock Exchange Centre  
530 Collins Street  
Melbourne  
Victoria 3000  
AUSTRALIA

## Directors' Report

The Directors hereby present their report together with the balance sheet and profit and loss account for the financial year ended 31 March 1998.

### Directors

The names of the Directors in office at the date of this report are:

#### ROBERT POTTER

Mr. Bob Potter has significant experience within the pastoral and agricultural industry. He has been a Councillor since 1982 and a Director since 1993, and is the current President.

#### WILLIAM JOHN FORREST

Mr. Bill Forrest was a partner in the law firm of Arthur Robinson & Hedderwicks, and is a director of other public and private companies. He has been a Councillor since 1993 and a Director since 1994. Currently Vice President.

#### CHARLES JOHN FOX

Mr. John Fox has experience in mixed farming and in the finance industry. He has been a Councillor since 1989 and a Director since 1993. Currently Vice President.

#### CHARLES ROBERT LYONS

Mr. Robert Lyons is a partner in a wool, beef and tree farming business, utilising high input grazing systems. He has been a Councillor since 1989 and a Director since 1997. Currently Vice President.

#### IAN IVOR BUCKNALL

Mr. Ian Bucknall has a successful sheep farming enterprise. He has been a Councillor since 1986 and a Director since 1993.

#### JOHN MICHAEL BURSTON

Mr. Mike Burston has extensive farming experience. He has been a Councillor since 1973 and a Director since 1993.

#### ALFRED JOHN RUSSELL

Mr. John Russell has extensive international business experience and for some years has been breeding beef cattle. He has been a Councillor since 1995 and a Director since 1997.

#### JOHN HORTON SEYMOUR

Mr. Jack Seymour has extensive experience in banking, business management and strategy. He has been a Councillor and a Director since October 1994 and is a director of other companies.

#### GARY JAMES SHEPPARD

Mr. Gary Sheppard has been a Councillor since 1990 and a Director since 1997. He has a long time association with pure breed poultry and was previously a senior public servant. He also has extensive marketing experience.

### Principal Activities

Promoting the development of all phases of the agricultural, pastoral, horticultural, viticulture, stock raising, manufacturing and industrial resources of Australia. There has been no significant change in the nature of this activity during the year.

### Results of Operations

The net amount of the profit of the Company for the year after abnormal items was \$327,268 (1997: \$189,382).

### Dividends

As the Company is limited by guarantee no dividend was recommended or paid.

### Directors' Benefits

Neither since the financial year end nor during the financial year has a director received or become entitled to receive a benefit (other than a benefit included in the aggregated amount of emoluments received by directors shown in the financial statements) by reason of a contract made with the director, a firm of which the director was a member or an entity in which the director has a substantial financial interest, by the company or an entity that the company controlled, or a body corporate that was related to the company.

### Directors' Meetings

During the year ended 31 March 1998 the Directors held 13 meetings. Attendances at these meetings were:-

		MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND
I.I. Bucknall		12	13
J.M. Burston		11	13
W.J. Forrest		13	13
C.J. Fox	(Absence due to illness)	8	13
C. R. Lyons		11	13
R. Potter		13	13
A. J. Russell		12	13
J.H. Seymour		13	13
G. J. Sheppard		13	13
J.C. Watson	(Until Feb. 1998)	6	10

### Indemnification of Officers

The Company paid a premium in respect of a contract insuring its directors and officers against a liability of a nature that is required to be disclosed under sub-section 309 A(3) of the Corporations Law.

In accordance with paragraph 309 A(3)(d) of the Corporations Law, further details have not been disclosed due to confidentiality provisions contained in the insurance contract.

### Events Subsequent to Balance Date

No matters or circumstances have arisen since the end of the financial year that have significantly affected the operations of the Company.

### Review and Results of Operations

The operating profit of the Company after abnormal costs was \$327,268 (1997 \$189,382). Major changes were :

- An increase in attendance at the Royal Melbourne Show resulting in an increase of \$425,000 in admission revenue.
- Increase in rental income of some \$505,000 reflecting the improved efforts in sales and catering.
- Significant abnormal costs (\$367,000) relating to the redevelopment process.

### Likely Future Developments and Expected Results

Following the completion of stage one in August 1996 of the Showgrounds redevelopment, significant work on further stages has continued to be undertaken. The timing on this work being executed is dependent on the availability of funds from both the private and public sectors. However, it is envisaged that redevelopment will commence between the 1998 and 1999 Royal Shows.

Signed on 15/1/98 in accordance with a resolution of the Directors



R. Potter  
**Director**  
Melbourne, Victoria



C.J. Fox  
**Director**

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**INDEPENDENT AUDIT REPORT TO THE MEMBERS OF  
THE ROYAL AGRICULTURAL SOCIETY OF VICTORIA LIMITED**

**Scope**

We have audited the financial statements of The Royal Agricultural Society of Victoria Limited for the financial year ended 31 March 1998 as set out on pages 24 to 35. The company's directors are responsible for the financial statements. We have conducted an independent audit of these financial statements in order to express an opinion on them to the members of the company.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance whether the financial statements are free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial statements are presented fairly in accordance with Accounting Standards and other mandatory professional reporting requirements (Urgent Issues Group Consensus Views) and statutory requirements so as to present a view which is consistent with our understanding of the company's financial position, the results of its operations and its cash flows.

The audit opinion expressed in this report has been formed on the above basis.

**Audit Opinion**

In our opinion, the financial statements of The Royal Agricultural Society of Victoria Limited are properly drawn up:

- (a) so as to give a true and fair view of:
  - (i) the company's state of affairs as at 31 March 1998 and of its result and cash flows for the financial year ended on that date; and
  - (ii) the other matters required by Divisions 4, 4A, and 4B of Part 3.6 of the Corporations Law to be dealt with in the financial statements;
- (b) in accordance with the provisions of the Corporations Law; and
- (c) in accordance with applicable Accounting Standards and other mandatory professional reporting requirements.

  
PANNELL KERR FORSTER  
Chartered Accountants

  
J Pasiadis  
Partner

16 June 1998  
Melbourne

**Statement by Directors**

In accordance with section 301 of the Corporations Law, we Robert Potter and Charles John Fox, being two of the Directors of The Royal Agricultural Society of Victoria Limited, state on behalf of the Directors:

In the opinion of the Directors of the Company:

- a) The accompanying Profit and Loss Account is drawn up so as to give a true and fair view of the results of the Company for the financial year ended 31 March 1998;
- b) The accompanying Balance Sheet is drawn up so as to give a true and fair view of the state of affairs of the Company as at that date; and
- c) At the date of this statement, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they fall due.

Signed on *15th June*, 1998 in accordance with a Resolution of the Directors.



R. Potter  
Director



C. J. Fox  
Director

Melbourne, Victoria

The Royal Agricultural Society of Victoria Limited  
**Profit and Loss Account**  
For the Financial Year Ended 31 March 1998

	NOTES	1998 \$	1997 \$
Operating Profit before abnormal items depreciation, amortisation and income tax	2, 3(a)(d)	1,607,955	1,042,151
Depreciation and amortisation	3(a)	(850,982)	(696,631)
Operating Profit before abnormal items and income tax	2,3(a)	<u>756,973</u>	<u>345,520</u>
Abnormal items before Income Tax	3 (b)	(429,705)	(156,138)
Operating Profit before Income Tax		<u>327,268</u>	<u>189,382</u>
Income Tax attributable to operating Profit	1 (f)	-	-
Operating Profit after Income Tax		<u>327,268</u>	<u>189,382</u>
Accumulated Income at the beginning of the financial year		<u>1,838,980</u>	<u>1,649,598</u>
Accumulated Income at the end of the financial year		<u><u>2,166,248</u></u>	<u><u>1,838,980</u></u>

The accompanying notes form part of these financial statements.

The Royal Agricultural Society of Victoria Limited  
 Balance Sheet  
 As at 31 March 1998

	NOTES	1998 \$	1997 \$
<b><u>CURRENT ASSETS</u></b>			
Cash		3,700	3,700
Receivables	4	437,561	232,082
Inventories	5	20,592	52,383
Prepayments		412,140	226,799
<b>TOTAL CURRENT ASSETS</b>		<b>873,993</b>	<b>514,964</b>
<b><u>NON-CURRENT ASSETS</u></b>			
Property, Plant and Equipment	6	43,305,120	28,505,531
<b>TOTAL ASSETS</b>		<b>44,179,113</b>	<b>29,020,495</b>
<b><u>CURRENT LIABILITIES</u></b>			
Accounts Payable	7	813,720	786,024
Borrowings	8	1,806,781	1,475,960
Provisions	9	259,774	270,460
<b>TOTAL CURRENT LIABILITIES</b>		<b>2,880,275</b>	<b>2,532,444</b>
<b><u>NON-CURRENT LIABILITIES</u></b>			
Borrowings	10	3,082,036	3,560,031
Provisions	11	21,930	18,900
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>3,103,966</b>	<b>3,578,931</b>
<b>TOTAL LIABILITIES</b>		<b>5,984,241</b>	<b>6,111,375</b>
<b>NET ASSETS</b>		<b>38,194,872</b>	<b>22,909,120</b>
<b><u>ACCUMULATED FUNDS</u></b>			
Accumulated Income		2,166,248	1,838,980
Reserves	12	36,028,624	21,070,140
<b>TOTAL ACCUMULATED FUNDS</b>		<b>38,194,872</b>	<b>22,909,120</b>

The accompanying notes form part of these financial statements.

The Royal Agricultural Society of Victoria Limited  
Statement of Cash Flows for the financial year ended 31 March 1998

	NOTES	1998 \$	1997 \$
<b>Cash Flows from Operating Activities</b>			
Receipts from customers		12,775,939	11,353,633
Payments to suppliers and employees		(11,585,999)	(10,602,209)
Interest received		8,376	9,100
Interest and other costs of finance		(359,056)	(312,448)
Net Cash provided by Operating Activities	2	<u>839,260</u>	<u>448,076</u>
<b>Cash Flows from Investing Activities</b>			
Payment for property, plant and equipment		(692,087)	(3,592,791)
Proceeds from sale of plant and equipment		-	11,500
Net Cash used in Investing Activities		<u>(692,087)</u>	<u>(3,581,291)</u>
<b>Cash Flows from Financing Activities</b>			
Proceeds for Trophy Funds		6,768	5,344
Proceeds from Bank Bills		-	3,000,000
Repayment of Borrowings		(575,323)	(111,130)
Finance Lease payments		(53,114)	(47,541)
Net Cash provided by Financing Activities		<u>(621,669)</u>	<u>2,846,673</u>
Net Increase (Decrease) in Cash held		(474,496)	(286,542)
Cash at the beginning of the year		(1,319,146)	(1,032,604)
Cash at the end of the year		<u>(1,793,642)</u>	<u>(1,319,146)</u>

**Notes to the Statement of Cash Flows**

**1. Reconciliation of Cash**

For the purposes of the statement of cash flows, cash includes cash on hand and in banks, net of outstanding bank overdraft and bills of exchange with a maturity no later than three months from balance date. Cash at the end of the period as shown in the statement of cash flows is reconciled to the related items in the balance sheet as follows:

Cash	3,700	3,700
Bank Overdraft	(397,342)	(122,846)
Bank Bills	(1,400,000)	(1,200,000)
	<u>(1,793,642)</u>	<u>(1,319,146)</u>

	1998 \$	1997 \$
<b>2. Reconciliation of Net Cash provided by/(used in) Operating Activities to Operating Profit after abnormal items.</b>		
Operating profit after abnormal items	327,268	189,382
Depreciation	801,905	647,554
Amortisation	49,077	49,077
(Gain)/loss on disposal of property, plant and equipment	-	(4,450)
Changes in assets and liabilities:		
Increase/(decrease) in provision for employees	(7,656)	4,773
(Increase)/decrease in trade receivables	(205,479)	76,098
Increase/(decrease) in Income in Advance	(8,230)	(206,580)
(Increase)/decrease in inventories	31,791	14,187
(Increase)/decrease in prepayments	(185,341)	(23,571)
(Decrease)/increase in trade creditors	35,925	(298,394)
	<hr/>	<hr/>
<b>Net Cash provided by/(used in) Operating Activities</b>	<b>839,260</b>	<b>448,076</b>

## **1. STATEMENT OF ACCOUNTING POLICIES**

The financial statements constitute a general purpose financial report that has been drawn up in accordance with applicable Accounting Standards, the Corporations Law and other mandatory professional reporting requirements (Urgent Issues Group Consensus Views).

### **a) Basis of Accounting**

The financial statements have been prepared in accordance with historical cost principles 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) Limited by Guarantee**

The company is limited by guarantee, thereby the company has been formed on the principle of having the liability of its members limited by the memorandum of association to the respective amounts that the members undertake to contribute to the property of the company in the event of it being wound up.

### **c) Inventories**

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

### **d) Revaluation of Property**

Revaluation of property is performed in accordance with a policy of regular revaluation on the basis of existing use.

### **e) Depreciation on Property, Plant & Equipment**

Items of property, plant and equipment, other than freehold land, are depreciated over their estimated useful lives using the straight line method.

### **f) Income Tax**

Any income derived by the company is exempt from Income Tax under Section 23(h) of the Income Tax Assessment Act.

### **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.

Operating lease payments are charged to expense in the periods in which they are incurred.

### **h) Employee Entitlements**

The following liabilities arising in respect of employee entitlements are measured at their nominal amounts:

- wages and salaries and annual leave regardless whether they are expected to be settled within twelve months of balance date.
- other employee entitlements which are expected to be settled within twelve months of balance date.

All other employee entitlements, including long service leave, are measured at the present value of the estimated future cash outflows in respect of services provided up to balance date. Liabilities are determined after taking into consideration estimated future increases in wages and salaries and past experience regarding staff departures. Related on-costs are included.

### **i) Non-Cash Sponsorship**

Non-cash sponsorship revenue is not recorded in the financial statements of the Company.

The Royal Agricultural Society of Victoria Limited  
31 March 1998

Notes to and forming part of the financial statements

	1998	1997
	\$	\$
<b>2. OPERATING REVENUE</b>		
Admissions revenue	5,201,419	4,775,905
Members Subscriptions	249,050	254,192
Other revenue:		
Rental	3,562,791	3,057,657
Sponsorship	1,205,201	1,117,180
Interest	8,246	9,100
Catering Premiums	967,647	947,350
Other	1,638,392	1,344,406
Total Operating Revenue	<u>12,832,746</u>	<u>11,505,790</u>

**3. OPERATING PROFIT/(LOSS) BEFORE INCOME TAX**

The operating profit/(loss) before income tax has been determined after:

**(a) Charging as Expense:**

Depreciation of Fixed Assets	801,905	647,554
Amortisation of Leased Assets	49,077	49,077
Borrowing Costs	250,298	257,730
Amounts transferred to provisions		
- Annual Leave	(12,337)	15,437
- Long Service Leave	4,681	(10,664)
Bad and Doubtful Debts	9,061	7,481
Lease Finance Charges	4,308	8,606
Profit on sale of Non-Current Assets	<u>-</u>	<u>(4,450)</u>

**(b) Abnormal Items - (Income)/Expense**

Redevelopment & Restructure Studies	367,003	88,451
Redundancy Payments	62,702	67,687
	<u>429,705</u>	<u>156,138</u>

**(c) Employer Superannuation Contributions**

The employer contributions are paid to an accumulation scheme managed by B T Funds Management Ltd.

**(d) Sales Tax Refund**

Included in the operating profit is an amount of \$139,687 being a refund of sales tax paid for the period of April 1995 to October 1997.

Notes to and forming part of the financial statements

	1998	1997
	\$	\$
<b>4. RECEIVABLES</b>		
Trade Debtors	467,561	602,582
Less Unearned Revenue	-	(340,500)
	<u>467,561</u>	<u>262,082</u>
Less Provision for Doubtful Debts	<u>(30,000)</u>	<u>(30,000)</u>
	<u><u>437,561</u></u>	<u><u>232,082</u></u>
No interest is charged on outstanding trade debtors. The carrying value of trade debtors approximates net fair value.		
<b>5. INVENTORIES</b>		
Maintenance stock and consumable supplies at cost	<u>20,592</u>	<u>52,383</u>
<b>6. PROPERTY, PLANT AND EQUIPMENT</b>		
Crown Grant Land at 1993 Directors Valuation	-	2,606,756
Crown Grant Land at 1998 Directors Valuation	10,104,302	-
Freehold Land at 1993 Independent Valuation	-	3,025,000
Freehold Land at 1998 Independent Valuation	<u>10,540,000</u>	<u>-</u>
	<u>20,644,302</u>	<u>5,631,756</u>
Buildings and Improvements		
- At 1993 Independent Valuation	-	18,508,200
Buildings and Improvements at cost	-	3,706,205
- At 1998 Independent Valuation	<u>20,680,000</u>	<u>-</u>
	<u>20,680,000</u>	<u>22,214,405</u>
Less Accumulated Depreciation	<u>-</u>	<u>(1,377,644)</u>
	<u>20,680,000</u>	<u>20,836,761</u>
Plant and Equipment at Cost	5,089,349	4,787,102
Less Accumulated Depreciation	<u>(3,116,712)</u>	<u>(2,807,346)</u>
	<u>1,972,637</u>	<u>1,979,756</u>
Plant and Equipment under Finance Lease	147,233	147,233
Less Accumulated Amortisation	<u>(139,052)</u>	<u>(89,975)</u>
	<u>8,181</u>	<u>57,258</u>
Property, Plant and Equipment	<u><u>43,305,120</u></u>	<u><u>28,505,531</u></u>

Independent valuations of Freehold Land, Buildings and Improvements were made in 1998 on the basis of existing use by F.L. Julier AVLE (VAL) registered Valuer Victoria, Tasmania and Western Australia, for and on behalf of Edward Rushton Pty. Ltd. The revaluation was made in accordance with a policy of regular revaluation.

The Crown Grant Land has been valued by the Directors on a basis consistent with the independent valuer's per acre valuation for Freehold Land. The Crown Grant Land is subject to conditions set out in the Crown Grants, which includes restrictions on its use to which present usages comply.

Notes to and forming part of the financial statements

	1998 \$	1997 \$
<b>7. ACCOUNTS PAYABLE (CURRENT)</b>		
Sundry Creditors and Accruals	<u>813,720</u>	<u>786,024</u>
<p>No interest is charged on outstanding accounts payable. The carrying value of accounts payable approximates net fair value.</p>		
<b>8. BORROWINGS (CURRENT)</b>		
Bank Overdraft	397,342	122,846
Bank Bills - Secured	1,400,000	1,200,000
Loans - Secured	-	100,000
Lease Liability	9,439	53,114
	<u>1,806,781</u>	<u>1,475,960</u>
<p>Refer to note 18 regarding Loan Security.</p>		
<b>9. PROVISIONS (CURRENT)</b>		
Long Service Leave	140,714	139,063
Annual Leave	119,060	131,397
	<u>259,774</u>	<u>270,460</u>
<b>10. BORROWINGS (NON-CURRENT)</b>		
Bank Bills - Secured	3,000,000	3,000,000
Lease Liability	-	9,439
Loan - Secured	-	475,323
Trophy Funds	82,036	75,269
	<u>3,082,036</u>	<u>3,560,031</u>
<p>Refer to note 18 regarding Loan Security.</p>		
<b>11. PROVISIONS (NON-CURRENT)</b>		
Long Service Leave	<u>21,930</u>	<u>18,900</u>
<b>12. RESERVES</b>		
Asset Revaluation Reserve		
Balance at the beginning of the year	21,070,140	21,070,140
Revaluation of Property, Buildings & Improvements	14,958,484	-
Balance at the end of the year	<u>36,028,624</u>	<u>21,070,140</u>

Notes to and forming part of the financial statements

	1998 \$	1997 \$
<b>13. COMMITMENTS</b>		
<b>Capital expenditure under contract at 31 March for which no provision made at balance date:</b>		
Payable :		
Not later than one year - Electronic Turnstiles	<u>116,000</u>	<u>-</u>
 <b>Finance Lease - Analysis of Commitments</b>		
Payable:-		
Not later than one year	9,571	57,422
Later than 1 year but not later than 2 years	-	9,571
Total minimum lease payments	<u>9,571</u>	<u>66,993</u>
Less future finance charges	(132)	(4,440)
Lease Liabilities	<u>9,439</u>	<u>62,553</u>
Current Liability (note 8)	9,439	53,114
Non-Current Liability (note 10)	-	9,439
	<u>9,439</u>	<u>62,553</u>
 <b>14. AUDITORS REMUNERATION</b>		
Fees for auditing the accounts	25,000	25,000
Other services	12,561	14,895
	<u>37,561</u>	<u>39,895</u>

Notes to and forming part of the financial statements

	1998	1997
	\$	\$
<b>15. DIRECTORS' REMUNERATION</b>		
Amounts received or due and receivable by directors of the company	Nil	173,000
The number of directors whose remuneration falls within the following bands:		
\$ 0 - \$ 9,999	10	9
\$170,000 - \$179,999	-	1

**16. RELATED PARTY TRANSACTIONS**

**Director/Director Related Entities**

- i. The Company performs accounting and secretarial functions for various animal breed societies. The fees charged for these services were \$199,992 in 1998 (1997: \$186,210). The various Societies may be considered to be related parties by virtue of the incidence of common directors.
- ii. The names of all the Directors who have held office during the period are:

Ian Ivor Bucknall	Robert Potter
John Michael Burston	Alfred John Russell
William John Forrest	John Horton Seymour
Charles John Fox	Gary James Sheppard
Charles Robert Lyons	John Charles Watson

- iii. Messrs I.I. Bucknall, J.M. Burston and R. Potter had related party transactions at arms length with the Company involving the purchase of goods and/or services at cost. The total value of these transactions was \$913. (1997: \$ 175).
- iv. Mr. C.J. Fox is associated with an organisation that provides sponsorship monies and/or donated goods and services to the Company. The total values of these transactions were \$50,000 (1997: \$50,025).
- v. A Director, Mr. C. J. Fox, is a senior executive of The Rural Finance Corporation, which made a loan of \$1,275,327 to the Company in 1987. During the financial period, the balance outstanding of accumulated interest and principal was discharged with a payment of \$601,375.

**17. SEGMENT INFORMATION**

The Company promotes the development of the agricultural, pastoral, horticultural, viticultural, stock raising, manufacturing and industrial resources generally within the geographical segment of Australia.

**18. FINANCING ARRANGEMENTS**

Registered mortgages are held by National Australia Bank Limited as security over borrowings. The Company has at balance date an overdraft facility, an unused revolving lease facility to \$250,000 and unused Commercial Bill facilities of \$600,000. The approved Commercial Bill facility totals \$5,000,000 of which \$4,000,000 is renewable on the 30 November 1998 and \$1,000,000, is renewable on 5th September 1999.

The loan provided by The Rural Finance Corporation of \$575,323 was discharged during the year.

Notes to and forming part of the financial statements

19. FINANCIAL INSTRUMENTS

**Interest Rate Risk Exposure**

The company's exposure to interest rate risk and the effective weighted average interest rate for classes of financial assets and liabilities is set out below:

1998

**Financial Assets**

No interest is receivable on cash and accounts receivable for 1998.

Financial Liabilities	Fixed Interest Rate \$	Floating Interest Rate \$	Total \$
Bank Overdraft	-	397,342	397,342
Bank Bills	1,000,000	3,400,000	4,400,000
Lease Liabilities	9,439	-	9,439
Trophy Funds	-	82,036	82,036
Total	1,009,439	3,879,378	4,888,817
Weighted Average Interest Rate	7.8%	5.6%	

1997

**Financial Assets**

No interest is receivable on cash and accounts receivable for 1997.

Financial Liabilities	Fixed Interest Rate \$	Floating Interest Rate \$	Total \$
Bank Overdraft	-	122,846	122,846
Bank Bills	1,000,000	3,200,000	4,200,000
Loans - Secured	575,323	-	575,323
Lease Liabilities	62,553	-	62,553
Trophy Funds	-	75,269	75,269
Total	1,637,876	3,398,115	5,035,991
Weighted Average Interest Rate	8.3%	6.6%	

**Credit Risk Exposure**

The credit risk on financial assets that have been recognised on the balance sheet, is the carrying amount, net of any provisions for doubtful debts. The Company is not materially exposed to any individual customer.

20. SUBSEQUENT EVENT

Pursuant to an agreement with the State Government of Victoria dated 14/6/78, on the 1<sup>st</sup> July 1998, ownership of the building commonly known as The Government Expo Centre transfers to the Company. This building has been independently valued at \$4,446,000 as at March 1998.

### Patron in Chief

His Excellency, The Honourable  
Sir William Deane, AC, KBE  
Governor General of the  
Commonwealth of Australia

### Patron

His Excellency, the Honourable  
Sir James Giblin AC  
Governor of Victoria

### President

R Potter

### Vice Presidents

C J Fox  
W J Forrest  
C R Lyons

### Board of Directors

R Potter - Chairman  
J I Bucknall  
J M Burston  
W J Forrest  
C J Fox  
C R Lyons  
A J Russell  
J H Seymour  
G J Sheppard

### Company Secretary

Adnan Mansour

### Trustees

The Honourable Tom Austin  
J M Gardiner  
G R Starritt AM OBE  
G P H Wilson CMG

### Life Councillors

R T Balderstone CMG MC  
A C Bott  
J K Buchanan AM  
J M Burston  
R M Butler  
Sir Rupert Clarke, Bart MBE  
W D Crowley QPM  
C B Gardiner  
J M Gardiner  
R B Gerrard MBE

A Gibson  
W McI. Greaves  
J G W Head DAM  
G Howell  
C R Kelly  
J W Kelly  
R B Langdon  
C O Moore  
I K Morton AM  
J W Rae OAM  
G R Starritt AM OBE  
F R I Stephens  
K W Urquhart  
R G Walker, OAM  
The Hon. Vernon Wilcox CBE QC  
G P H Wilson CMG

### Members of Council

J Allen  
J Balfour Brown  
D G Beard  
W R R Beggs AM  
R S Bell  
J I Bucknall  
R G A Clarke  
B M Crotty  
E Drinkwater  
N A Edwards APM  
Prof. Lindsay Falvey  
K A Finnan  
W J Forrest  
C J Fox  
R F Haselgrove  
W H Hill  
K Jordan  
I R Latta  
E R Lithgow  
C R Lyons  
The Hon. Pat McNamara MLA  
M T Marriott  
E M B Nattross  
D Nicholas  
R Potter  
J S A Robb  
P J B Ronald  
I McC Rought  
A I Russell  
J H Seymour

S R Shelmerdine  
G J Sheppard  
I McK Starritt  
J C Watson

### Management Team

#### Chief Executive:

Peter Payne

#### General Managers:

*Agricultural Events & Marketing:*

Jamie Aitken

*Corporate Services:* Adnan Mansour

*Facilities:* Michael Martin

#### Group Managers:

*Public Relations and Advertising:*

Brian Morley

*Sponsorship and Promotion:* Sue Kirk

*Finance:* Alan Kirk

*Systems:* Jill Thomas

*Redevelopment Coordination:*

Tim Murgan

*Protocol, Membership and*

*Customer Service:*

Barbara Chalkley, Maxine Sinclair

*Venue Management:* Michael Lynch,

Eric Ackermann, Sue Gullick

*Agricultural Events:* Adrian Smith,

Inanne Jeffery, Sarah Doyle,

Liz Porter, Darren Peacock

### 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 Guernsey Breeders Inc

Australian Highland Cattle Society Inc.

Australian Red Poll Cattle Breeders  
Assn Inc.

Australian Simmental Breeders'  
Association Ltd (inc. in NSW) (Vic Branch)

Australian Welsh Black Cattle Society  
Bazadaise Breeders of Australia  
Charolais Society of Australia  
(Vic Region)

Dairy Shorthorn Association of  
Australia Inc.

Shorthorn Society of Australia (Vic  
Branch)

Stud Beef - Victoria (incorporating  
Young Handlers' Camp)

#### Dogs

Victorian Working Sheep Dog  
Association

#### Emus

Emu Producers Association of  
Victoria Inc.

#### Horses

Australian Palomino Horse Breeders  
Assn

Australian Pony Stud Book Society  
(Vic Branch Inc.)

Australian Warmblood Sporthorse  
Assn

The Commonwealth Clydesdale  
Horse Society (Federal Council)

#### Llamas

Llama Association of Australia

#### Sheep

Australian Sheep Breeders'  
Association Inc.

Australian Society of Breeders of  
British Sheep Ltd (Vic Branch)

Australian Society of Breeders of  
British Sheep Ltd

Sharlea Ultra Fine Society of  
Australia Ltd

Victorian Stud Merino

Sheepbreeders' Association Inc.

#### Other activities

Australian Nuffield Farming Scholars'  
Association

Victorian Agricultural Societies'  
Association Inc.



**The Royal Agricultural Society of Victoria Limited**

ACN 006 728 785

**Royal Showgrounds**

Epsom Road Ascot Vale Victoria 3032

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