

The Australian Simmental Breeders Association Limited

ABN: 72 000 885 834



S I M M E N T A L
A U S T R A L I A

Dear Member,

Excitement is building as we all move closer to our opportunity to host the World Simmental Congress in September 2010.

The Planning Committee has been actively working on a wide range of issues that will be important in staging this prestigious event.

We are very conscious of the public relations impact this will have for Australian Simmentals. An impact not only internationally but very importantly here within our Australian cattle breeding industry. Clearly this has the potential to benefit all our Association members, so we urge you all to plan ahead with a view to being as heavily involved as you can.

Our Committee believes all members would agree that the Congress should focus on the profit potential in using Simmental in a breeding or fattening program. Hence, the Congress theme will be using Simmental in "Designing a Profitable Future"

I am delighted to announce that Elders Livestock Management Solutions will be our major sponsor and also that The Land/Rural Press will be a gold sponsor. Both have been closely affiliated and supportive of our breed for many years, so we look forward to them joining with us in planning and conducting our World Congress.

As you know, Quadrant Australia is working with us as Congress Promoter, organising many of the marketing and travel arrangements. We are also pleased that Peter Speers will be helping us in planning and conducting the Congress. His knowledge of world congresses, our Association and our breed will prove most valuable.

A well planned promotional program will be needed in the lead up to the event, building in intensity as the date draws closer. We will be using our specially developed website as a major promotional tool, publishing regular updates as plans evolve. We will also use the services of our sponsor, The Land/Rural Press to promote this coming Congress.

An important component of the Congress will be an International Young People's program. I am delighted that Tracy Parker from Waterfront Simmentals will be helping us in coordinating this program.

One of the most impressive components of the Congress will be Royal Melbourne Show, where Simmental will be feature breed. Our Victorian Branch is actively planning a great feature breed show and we will be building many other exciting activities around this event.

We hope all our members will make a special effort to exhibit some of their animals at the Congress Show. This is a great opportunity to profile each member's herd while ensuring a large and impressive display of our breed to both an international and domestic audience.

This year's Royal Melbourne Show will give us a great opportunity to "test-run" some of the planning issues being considered. Following this show, we will then be able to publish many more details of the Congress, including detailed programs and registration forms.

I hope you are planning now, how you can become involved in this World Congress. This is our breed and our business. So let us all benefit by enthusiastically being involved in this important event.

Regards,

Bill Almond
Chairman, 2010 World Congress Planning Committee

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