

# 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,**

Undoubtedly our Association's biggest undertaking in 2010 will be staging the World Simmental Congress in Australia.

This will be our unique opportunity to showcase our Simmentals to a worldwide audience as well as many existing and potential Australian clients.

Clearly, whatever we do to enhance the popularity of our breed will rub off in the form of benefits to all our Association members.

So I hope you will embrace this marketing opportunity and be involved wholeheartedly in the planning and conduct of our Congress.

Our Congress Planning Committee is chaired by Bill Almond, who is also our representative and Vice President of the World Simmental Fleckvieh Federation (WSFF).

The Planning Committee has been very active and already they have secured some excellent sponsorship. I am pleased to advise that two of our major sponsors will be Elders Livestock Management Solutions and The Land/Rural Press.

Sponsorship is vitally important in staging an event of this magnitude, so we look forward to more sponsorship support in the months ahead.

As you know, we have engaged Quadrant Australia Pty Ltd as Congress Promoter, and they are responsible for many of the travel, accommodation and event management arrangements.

For our part, much has to be done in the planning and actual conduct of the event. I know many of you will be involved in different ways and I thank you in advance for your support.

Having considered the challenging task ahead of us, Council realised the need to enlist the services of Peter Speers to assist the Association in coordinating its activities during the planning and implementation phases. Peter has a wealth of knowledge and experience related to Simmentals, event management and in the conduct of World Simmental Congresses.

Accordingly, I am pleased to advise that Peter will be working part-time with the Association and Quadrant Australia in this important coordination role.

His contact details are:

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The Congress will be an exceptional marketing activity for us all - a unique opportunity to network and promote Australian Simmentals and your own herds with both overseas and Australian participants. So with your help and participation I am confident this will be a great success for us all.

Yours sincerely,

Tom Baker  
President  
The Australian Simmental Breeders Association Ltd

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