

The Bush Telegraph

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Show to host National Championships

Planning is on track for a successful 2009 Royal Hobart Show. Commercial rentals for the Show are booking up fast, and the Show itself will host the 2009 National Junior Judging and Paraders' Championships, as well as the Rural Ambassador Award.

The National Championships will include five competitions: Dairy Cattle Judging and Paraders Competitions; Beef Cattle Judging and Paraders Competitions; Meat Breeds and Wool Breeds Sheep Judging Competitions; Merino Fleece Competition and Rural Ambassador Award.

Each competition will have a representative from each state of Australia, and one person from New Zealand. All have been selected by winning a series of rigorous competitions held throughout their State. The Tasmanian representatives were decided at competitions held at local Agricultural Shows in 2008, and then progressed to a State Final.

The competitors are aged 15 -25 except for the Rural Ambassador Award where the participants are between 20 and 30 years of age.

The Fleece and Beef Paraders Competitions are scheduled for Show Wednesday with the remaining animal competitions to be held on Show Thursday. The Rural Ambassador Award runs throughout Thursday and concludes at a Dinner in the evening where the participants will complete the final stages of their competition. Cameron Wilson from the ABC Country Hour will MC the evening component of the Rural Ambassador Awards.



Commercial sales efforts

Bookings from commercial undertakings which want to be part of the Show are very strong this year. More than 60% of the available space in the Food and Wine Gallery has now been booked, together with over 50% of the space available in the Show Pavilion.

Outdoor commercial sites are also in strong demand, with nearly 50% of available space now subscribed, six months before the Show is held.

Commercial sales efforts, spear headed by Iola Mauderer, are indicating that show goers this year will be treated to what's being described as "quite a few new and interesting exhibits".

Confirmed again this year is Jean Pascal Patisserie, which was voted one of the most popular exhibits in the Food and Wine Gallery last year.



Annual General Meeting: *for your diary*

With this edition of Bush Telegraph, financial members will receive an invitation to attend the Annual General Meeting of the RAST on June 17. It is always an important date in the Society's calendar, and as well as formal business, there will be an opportunity to meet other members and enjoy the refreshments.

Entries open for Food Awards

One of Australia's biggest food shows, the Wrest Point Royal Hobart Fine Food Awards, is open for entries.

Now into its 13th year, the 2009 Awards could be the biggest ever. Last year saw a record 800 entries from producers, and this year, the organising committee has set an ambitious target to better last year's entry numbers, which were up 50% on the previous best year for entries, in 2006.

Nine new classes – four in honey and five in cheese – have been added to this year's schedule.

The Society has made contact with food industry groups all over Australia alerting them that entries are now open. It is also writing to state parliamentarians and local councils, asking them to encourage local producers in their areas to enter.

The Show is not a competition where one product vies against another. Products are judged against a standard set by the judges, not against other products. Last year, this resulted in every entrant in the honey category being awarded a medal because of the outstanding range of products offered for judging against the criteria.

The value of achieving a medal can be enormous in terms of marketing power for the product. Previous achievers have, for instance, illustrated the trophy on their packaging, providing an instant point of difference to other products. Even for those who don't achieve medal status, just entering gives them the opportunity to benchmark their product, and perhaps improve it. In this way, the RAST believes the Show is an important contributor to the development of the Australian food industry.

The RAST is particularly keen to increase entries from smaller Tasmanian producers, who sometimes believe can't "compete" against larger producers. In fact, every product is judged on its individual merit, and as the results show, smaller Tasmanian producers are often among the medal winners. Last year, for instance, medal winners ranged from a national company's gold medal cheese to a Tasmanian café's gold medal egg and bacon pie produced at Hamilton, in the Derwent Valley.

Entries are now open for the 2009 Awards. Food producers interested in entering should go to the RAST website for further details: www.hobartshowground.com.au Alternatively, contact the Project Officer – Janice Overett - on 03 6272 6812 or email janice@hobartshowground.com.au



• Gold Medal Honey
from the 2008
Wrest Point Royal Hobart Fine Food Show.

Tant Pour Tant of Launceston entered our Fine Food Awards in 2008 for the first time. A Gold Medal for its dairy dessert product qualified it to compete in the prestigious 2009 Australian Grand Dairy Awards conducted by Dairy Australia. At the Awards presentation held in February 2009 its Chocolate Raspberry Supreme was declared Grand Champion Dairy Dessert.

Boks Bacon of Glenorchy gained a Gold Medal at the 2008 Fine Food Awards for its Woodfire Smoked Traditionally Cured Bacon. The business has incorporated the gold medal in its packaging to gain an advantage in the marketing of the product in supermarkets. "The Gold Medal on a product immediately focuses attention on that product," according to a Tasmanian "foodie" who was recently shopping in a Melbourne supermarket.

Tasmanian Vineyard of the Year

- come and join us -

One of the key events in the Tasmanian wine industry calendar – the field day at the Tasmanian Vineyard of the Year – is almost upon us. Readers who would like to attend should book with the RAST now.

In April, the RAST announced this year's winner of the Vineyard of the Year Award – Kelvedon Estate on the East Coast.

Kelvedon Estate, which began as a sheep property in 1829, switched to vine growing in 1998. It produces Chardonnay and Pinot for Hardy's (Constellation) Bay of Fires label, as well as Pinot and Sauvignon Blanc for its own label, Kelvedon Estate.

If you wish to attend the field day, Thursday May 21 at Kelvedon Estate starting at 11.00am, book now through the RAST on 03 6272 6812. Kelvedon Estate – 10km south of Swansea on the Tasman Highway - will share its Award winning viticulture management techniques with those attending the field day. It's an informative day and the cost - \$35 – includes lunch.

The annual Vineyard of the Year Award is an initiative of the RAST, in partnership with DPIW and Wine Industry Tasmania, with the aim of rewarding and encouraging world class viticulture management, which is a fundamental aspect of producing great wines.

Entries are judged on a number of criteria, including soil management, weed control, disease control, pruning, forming of the vine, trellising, and water management.

Julian Cotton, owner and manager of Kelvedon Estate, says that good viticulture management requires a daily, disciplined approach. "In some ways, it's not much different to sheep farming," he says. "Timing is everything, and if a sheep farmer wants to produce an ultra fine clip, they need to monitor, manage, and control their sheep very carefully. Viticulture is the same."

Julian says spraying is the key to grape management. "Canopy management is also important to make sure that air and sun gets to the ripening fruit."

The Richard Langdon Trophy, awarded to the Vineyard of the Year, is a fine bronze by noted Tasmanian sculptor Stephen Walker. It is being presented to Kelvedon Estate as part of the Field Day.

• *Richard Langdon Trophy.*



2009 wine industry Scholarship to Launceston vineyard manager

Last month, the Society awarded its annual Oenology scholarship to a young vineyard manager from Tamar Ridge Estates. Kellie Hoffmann is based at the Whitehills Vineyard, and also manages two small remote vineyards at Rosevears Estate and Entally House.

The Oenology scholarship, worth \$2,500, is awarded each year to a Tasmanian student. It is designed to assist a promising young professional as a practical measure to assist in the development of excellence in the Tasmanian wine industry.

Kellie is currently studying for an Associate Degree in Applied Science (Winegrowing) through Charles Sturt University in Wagga Wagga. She will use the scholarship to help fund her travel between Tasmania and Wagga Wagga.

"I travel twice a year to Wagga for my studies, and need to stay on campus for sometimes up to 15 days at a time. It can get expensive, and the scholarship will cover the costs of airfares and accommodation, making things much easier financially," said Kellie.

The RAST's scholarship perpetuates the memory of Colin Richardson who worked tirelessly to further the operations of the Royal International Hobart Wine Show. A judge for many years, Colin was widely respected throughout the Australasian wine industry.



• Kellie Hoffman with Wine Show Chairman David Johnstone (r) and RAST CEO Philip Le Grove.

Dr Max Lake

The Royal Agricultural Society has noted with sadness the passing of one of the pioneers of the wine industry, Dr Max Lake, at the age of 84.

Closely associated with the Royal Hobart Wine Show over many years, the Bulletin magazine in 1988 described him as the man who started the wine boom.

Dr Lake began Australia's first boutique winery – Lake's Folly - in the Hunter Valley in 1963. He achieved success as an author, surgeon, and wine grower, and was a recipient of the Order of Australia.

He was Chairman of Judges of the Royal Hobart International Wine Show from 1984 to 1997.

New @ Hobart Showground

THE main arena at the Showground recently underwent a significant upgrade to provide a better surface for Soccer and other sports played on the ground.

It's all part of a three year rehabilitation and maintenance schedule to continually improve the facility as a venue for soccer and other activities.

The Society's ground staff have also planted three new gardens in the Showground precincts. These are part of a beautification plan for the grounds.

DID you know that the Society's website – www.hobartshowground.com.au – is now registering 1,300 visits each week. It's a trend we encourage because it takes pressure off administrative staff. Many calls to the office are for information which is now as readily available on the internet. Most visited pages on our website are for the Royal Hobart Show and the Sunday Market.

ALSO on cyber issues, the Hobart Showground website is now on Facebook. Check out our photos, upload your own, and receive up dates on events. So far, our Facebook site has about 40 friends, and growing daily.

Busy Market Scene

The Showground Sunday market, owned and operated by the Society, has enjoyed bumper trading period in its first four months of the year.

Thousands of Tasmanians and visitors have attended the weekly market and demand for stall holder space is such that bookings for under cover stalls inside the Market Pavilion need to be made at least two weeks in advance to accommodate stallholders on the dates they choose.

Some 200,000 Tasmanians attend the market each year. Highlights for market goes this year have included fresh vegetables each week – both home grown as well as produce from the Coal River Valley.

"The variety of goods on offer ranges from plants and lawn mowers, to clothing, furniture, watches, DVD's and games. In fact, just about anything you can think of," says Peter Derkley, the Society's Operations Manager.



• New Market Flags flying at the Hobart Showground Sunday Market Entrance.

Buoyant first quarter for Motor Homes

The Society has appointed monitors for the Hobart Showground Motor Home Park, to help manage what has been a very strong start to the year.

Recession or no recession, motor home enthusiasts have not given up on their touring habits, and the Hobart Showground enjoyed very strong patronage between Christmas and Easter.

The number of motor homes and caravans using the Showground peaked at nearly 350 over the state rally weekend held in February by the peak umbrella organisation, the Campervan and Motor Home Club of Australia (CMCA).

The recently appointed monitors will act as a first point of contact after hours, and work to keep the Motor Home Park in good order.

The strong showing of the Motor Home Park is good news for tourism at a time of global down turn. The CMCA says its membership spends an average \$100 a day when they're staying at a location such as the Hobart Showground Motor Home Park.



• A busy Motor Home Rally held at the Showground in February.

Branding our business

The RAST represents a diverse group of associated business activities operating from the Hobart Showground. How to brand them together as a vibrant entity which connects with our community and stakeholders was the marketing challenge faced by the Society.

Extensive market research was followed by the development of our colourful, new master brand, specifically designed to build the almost instant recognition enjoyed in southern Tasmania by the Showground site. Clearly associated logos lend themselves to each of our business units which operate under the master brand.

The Royal Hobart Show brand was launched for the 2008 Show. The Showground Market and Motor home brands were rolled out in January this year, and next off the rank are the Fine Food Awards and Wine Show logos.

The branding strategy has been developed to better leverage off each of our business units, and to identify more strongly within the Tasmanian community, and the business community, the range of activities that occur at the Hobart Showground.

The Showground is a busy and dynamic place, and our branding will underscore the fact that here is a centre where southern Tasmanians can come together for the purposes of entertainment and successful business activities.

HOBART
SHOW
GROUND
MOTORHOME PARK

Wine Winners

The following members are winners of 6 bottles of Gold Medal Wine for renewing their RAST membership before the end of April.

Mrs Adriane Burchill of Lauderdale
Mr Jim Darling of West Hobart

RAST Members reciprocal rights

Planning an interstate holiday? Why not combine it with an interstate Royal Show? RAST members enjoy reciprocal rights at interstate Royal Shows, and should make sure they take their RAST membership badge with them. After paying at the gate the first time you attend, take your RAST membership badge to the Administration Office of the Royal Show, and you will be provided with Honorary Membership to enter through the gate free as often as you wish during the Show. Royal Shows for the rest of the year include:

Royal Darwin Show	23 – 25 July 2009
Royal Brisbane Show	6 – 15 August 2009
Royal Adelaide Show	4 – 12 September 2009
Royal Melbourne Show	17 – 27 September 2009
Royal Perth Show	26 Sept – 3 Oct 2009
Royal Launceston Show	8 - 10 October 2009

As a special offer in 2009 only, the RAS of Western Australia is providing four single entry tickets and access to their members' facilities (Cloakroom, Bar and Cafe in the Grandstand) to financial members of other Royal Societies in Australia.

To take up this offer apply for reciprocal rights prior to the Perth Royal Show. An application form is available from the membership office (membcoord@raswa.org.au or (08) 6263 3108).

Royal Hobart Show – Closing Dates

2009 ROYAL HOBART SHOW SCHEDULE CLOSING DATES	
Section	Closing Date
Photography (Snr) - (3rd Tas National Super Circuit)	24 July
The Mercury Fashion Awards	31 August
Photography (Student)	01 September
Sheep	04 September
Kennel	16 September
Alpaca	18 September
Art On Show (18yrs & over)	18 September
Beef Cattle	18 September
Cat	18 September
Cavies	18 September
Commercial Lambs	18 September
Creative Crafts	18 September
Dairy Cattle	18 September
Equestrian	18 September
Goats – Angora/Dairy/Boer	18 September
Poultry	18 September
Woodchopping	18 September
Sheep Dogs	25 September
Yard Dogs	25 September
Commercial Cattle	28 September
Fleece	02 October
Youth Art (Grades 7-12)	02 October
Ute Muster	24 October

2009 Calendar of Events

May	
3	Cat Fanciers Show
16	Cavy Club Show
16	Tasmanian Budgerigar Society Show – Poultry Pavilion
17	RSPCA Million Paws Walk - Arena
21	Vineyard of the Year Field Day
23	Bantam Club Show – Poultry Pavilion
30	C.A.T. Club Show
June	
6 – 7	Southern Tasmanian Poultry Club Show – Poultry Pavilion
6	Working Dog Club Tas Group Championship Show – Kennel Pavilion
13	Utility & Non-Sporting Dog Club of Tas Group Championship Show - Kennel Pavilion
14	Welsh Corgi Club of Tasmania Breed Championship Show – Kennel Pavilion
17	RAST Annual General Meeting
20	Hobart Cavy Tasmanian Championship Show
27	Southern Classic Dog Show – Kennel Pavilion
27	Derwent Cat Club Show – Main Grandstand Hall
July	
18	Bantam Club Show - Poultry Pavilion
18	Hobart Cavy Club Winter Classic Show
25-26	Combined Breeds Dog Club Show – Kennel Pavilion
August	
8	Golden Retriever Club – Celtic Breeds Show – Kennel Pavilion
14 – 16	Wrest Point Royal Hobart Fine Food Awards Judging
16	Smooth & Fluffies Cat Show
22	Tas Rare Breeds Annual Show - Poultry Pavilion
22	Hobart Cavy Club Show
22	British Bulldog Club Show – Kennel Pavilion
23	Hound Club of Tasmania Show – Kennel Pavilion
22 - 23	Model Train Show – Main Grandstand Hall
September	
5	Southern Tasmanian Poultry Club Show – Poultry Pavilion
5	Cat Fanciers Show
6	Golden Retriever Club Show – Kennel Pavilion
19	Hobart Cavy Club Championship Show/Akaroa Perpetual Trophy
October	
21 - 24	Royal Hobart Show
November	
7	C.A.T. Club Show
14 – 18	Wrest Point Royal Hobart International Wine Show
20	Trade Tasting/Public Tasting
December	
6	Short & Curly Cat Show
12	Hobart Cavy Club Christmas Show
12	Tasmanian Canine Association Inc. Christmas Show - Kennel Pavilion



THE ROYAL AGRICULTURAL SOCIETY OF TASMANIA

Notice is hereby given that the 146th
Annual General Meeting of members of
The Royal Agricultural Society of Tasmania will be held in the
Administration Building
Royal Hobart Showground, Glenorchy on
Wednesday 17 June 2009 at 5.30pm

BUSINESS

- Confirmation of minutes of the AGM held on 18 June 2008
- To receive and consider annual report, balance sheet and auditors report for the 12 months ended 31 March 2009.
- Election of 6 members of the Council for the ensuing 3 years. There are 6 retiring members of Council: P. Beresford, Molesworth; R. Binny, Granton; R. Cripps, Berriedale; K. Gatehouse, Sorell; J. Munro, Bellerive; G. Verrier, Rokeby.
- Election of President (retiring President Mr P Geard)
- Election of two (2) Vice Presidents (retiring Vice President Mr W Hazell)
- Election of Treasurer (retiring Treasurer Mr R. Cripps)
- Election of Auditors (retiring Auditors are Wise, Lord and Ferguson)

Nominations for positions on the Council must be on the prescribed form which is available at the Society's Office. Such nominations must be signed by two Members and the Nominee and lodged no later than Wednesday 20 May 2009.

Philip Le Grove
Chief Executive Officer