

final report

Project code: B.COM.0191
Prepared by: Kondinin Group
Date published: November 2007
ISBN: 9781741918632

PUBLISHED BY
Meat & Livestock Australia Limited
Locked Bag 991
NORTH SYDNEY NSW 2059

Labour-efficient Sheep Competition

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

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FINAL MILESTONE REPORT



The purpose of the Raising the Baa competition is to identify, reward and promote efficient and profitable sheep and wool producers across Australia and provide opportunities for other producers to do so as well.

Partners and funders

• **australian wool**
innovation
• limited

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MEAT & LIVESTOCK AUSTRALIA



Grain & Graze
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INTRODUCTION

The 2007 *Raising the Baa* competition aimed to promote and reward efficiency and innovation in the sheep and wool industry. It provided an opportunity for producers across Australia to expose their production systems and receive acknowledgement for their efforts in the industry.

On behalf of the competition partners Australian Wool Innovation, Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain & Graze, Kondinin Group designed and implemented a promotional campaign to market the competition to industry stakeholders, relevant third parties, Kondinin Group members and the wider farming community.

The competition attracted a variety of producers and displayed a wealth of ideas and innovations that were being implemented in enterprises across the nation.

The following report outlines the activities Kondinin Group undertook to create interest in the competition, what the Group learnt from the process and areas of improvement for the future.

The original milestones have been divided into five key sections:

- Production and promotion
- Entries
- Judging and announcement
- National and international study tours
- Case studies

Examples of communications and marketing material are included in an appendix for each section to illustrate the means by which Kondinin Group promoted the competition. Documentation regarding entries, travel itineraries, winner's feedback and the final case studies are also included.

The inaugural *Raising the Baa* competition highlighted the level of quality producers in the industry and the work they are doing to ensure the future of sheep and wool in Australia. Future competitions will be able to ride on the success of this, and Kondinin Group would be honoured to continue being a part of the programme.

PRODUCTION AND PROMOTION

Milestone 1 – 3

Activities undertaken and completed

- Created design elements for competition.
- Produced entry form and terms and conditions document, in printed format and available as an on-line application.
- Confirmed advertising space in five core Rural Press publications across Australia – *The Land, Stock and Land, Stock Journal, Farm Weekly* and *Queensland Country Life*.
- Confirmed advertising space in *Farming Ahead* magazine.
- Scheduled radio interviews with Radiowest (WA) and 5TCB (SA).
- Created web ads for competition partner's web sites.
- Created a database of industry contacts and implemented email campaign with entry form and terms and conditions attached.
- Emails designed and distributed to Kondinin Group members and Kondinin Group Industry Training mulesing accreditation attendees.
- News releases prepared and distributed to more than 600 media contacts across Australia.
- Media coverage collected.

Learnings

- Promotional mix of advertising, news releases, radio interviews and emails was successful.
- Significant media coverage publicising the competition and its objectives was achieved.
- Positive support and feedback from industry contacts was obtained. The use of a wide range of networks was a successful way of disseminating the information. Degree of third party endorsement gave the competition credibility.
- Resistance by public due to lack of understanding of the competition.
- Detail required in entry likely to have lowered entries.

Improvements for the future

- Longer lead-in time for promotional activities.
- Increase database of contacts.
- Feature articles on competition in Rural Press and partner publications to increase the awareness of competition – the use of past winner testimonials to promote the competition and encourage entries is recommended.
- Simplify the entry form as much as possible to encourage a greater number of entries.
- Award to have more ceremony and industry recognition, greater sense of occasion and achievement.

Appendix 1 – copies of outputs

- Project plan
- Competition entry form
- Competition terms and conditions
- Advertising samples
- Database of industry contacts
- Email campaigns
- News releases
- Media coverage

	Week 17 September	Week 24 September	Week 1 October	Week 8 October	Week 15 October	Week 22 October	Week 29 October	Week 5 November	Week 12 November	Week 19 November	Week 26 November	Week 3 December
Advertising	Advertisements in Rural Press publications 10cm x 8 cols spot colour (excl North Qld Register)	Advertisements in Rural Press publications 10cm x 8 cols spot colour (excl North Qld Register)	Advertisements in Rural Press publications 10cm x 8 cols spot colour (excl North Qld Register) Farming Ahead advertisement to be published									
Promotion	Launch article in Rural Press (excl North Qld Register) Website launch Kondinin Group and partners - Online entry form Launch media release prepared and distributed Electronic information pack to all groups in network with media release Button ad to appear on www.farmonline.com.au and web ads created and distributed to partners	Follow up media release Initial telephone follow up with all groups in the network Radio interviews with Radiowest and 5TCB Briefing and comments to the ABC country hour	Follow up telephone contact with all groups in the network	Media release encouraging entries before closing date	Media release for deadline extension prepared and distributed Email to contact database and KG membership on deadline extension	Email to Kondinin Group Industry Training mulesing accreditation database Follow up telephone contact with all groups in the network Radio interview with Radiowest	Teleconference with all partners Final media release Follow-up email to contact database and KG membership Follow up telephone contact with all groups in the network Radio interview with ABC		Rural Press group feature (min 3 pgs) to preview state finalists	Feature stories of state finalists - Rural press photo journo to accompany judges on tours Media release about state finalists		Media release detailing winners distributed to media database. Rural Press to run a story on winner
Entries	Entry forms completed and ready for distribution				Entry deadline extended from October 19 to November 2		Competition ends					
Judging					Judges contacted about deadline extension			State finalists short listed		Judging panel visit to state finalists		Winners announced December 6th



KONDININ G R O U P

RAISING THE BAA

Activities undertaken by Kondinin Group in the promotion of the national Raising the Baa competition.

Week beginning September 17 – competition begins

Advertisements in Rural Press publications

- 10cm x 8 cols spot colour (excluding North Qld Register)
 - Farm Weekly – Western Australia
 - The Land – New South Wales
 - Stock & Land – Victoria
 - Stock Journal – South Australia
 - Queensland Country Life – Queensland

Launch article in Rural Press (excluding North Qld Register) and mass media distribution

Website launch Kondinin Group and partners – including online entry form

Electronic information pack to all groups in network, including news release

Button ad to appear on www.farmonline.com.au

Web ads created and distributed to competition partners

Entry forms completed and ready for distribution

Radio interviews with RadioWest (WA) and 5TCB (SA)

Week beginning September 24

Advertisements in Rural Press publications

- 10cm x 8 cols spot colour (excluding North Qld Register)

Initial telephone follow up with all groups in the network

- Email sent out to all contacts

Briefing and comments to the ABC country hour

Week beginning October 1

Advertisements in Rural Press publications

- 10cm x 8 cols spot colour (excluding North Qld Register)

Advertisement in *Farming Ahead*

Follow up telephone contact with all groups in the network

Email to Kondinin Group members

Week beginning October 8

News release encouraging entries before closing date

Week beginning October 15 – Entry deadline extended from October 19 to November 2

Judges contacted about deadline extension

News release for deadline extension prepared and distributed

Email to contact database and KG membership on deadline extension

Radio Interview with Radiowest

Week beginning October 22

Email to Kondinin Group Industry Training mulesing accreditation database

Follow up telephone contact with all groups in the network

Radio interview with ABC

Week beginning October 29 – *Competition ends*

Teleconference with all partners

Final news release

Follow-up email to contact database and KG membership

Week beginning November 5 – *State finalists short listed*

Week beginning November 12 – *Judges travel itinerary and entrant packs finalised*

Week beginning November 19 – *Judging panel visit to state finalists*

Rural Press photo journalists to accompany judges on tours

Week beginning November 26 – *Judging panel visit to state finalists*

Rural Press photo journalists to accompany judges on tours

Week beginning December 3 – *Winners decided and notified December 6, 2007*

Week beginning December 10

Feature articles in Rural Press publications detailing the State winners

News release distributed to media database for inclusion in following week publications.

Week beginning December 17

Feature article in Rural Press publications on the National winner

News release distributed to media database for inclusion in following week publications.

December – February

Nation tour itinerary created

February 17 – 24

National winners tour

**Case studies on each finalist to appear in *Farming Ahead* throughout 2008.
Information on winners and tour featured on www.farmingahead.com.au**

Entry form

An entry form and the terms and conditions of entry were created.



Partners and funders

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mia
MEAT & LIVESTOCK AUSTRALIA

SHEEP CRC

Grain & Graze
THE SHEEP HEADQUARTERS

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For details and conditions of
entry contact Kondinin Group
on 1800 677 761 or
www.kondinin.com.au
Entries close October 19, 2007.

First name Surname
Company/Partnership name
Address
Town State Postcode Telephone
Email

Declaration I understand the major aim of this competition is to highlight and promote innovation in the sheep and wool industry and therefore I consent for any information and images provided by me as part of my entry to be used by the partners for the purpose of the positive promotion of the sheep and wool industry in Australia. Further I consent to being interviewed for a case study if requested. ☐ ☒ I Agree

ENTRY REQUIREMENTS:

Please address the following criteria in full. Submissions can be made either online at www.kondinin.com.au or attach your answers to this form and post to PO Box 913 Cloverdale WA 6985

1. Enterprise description and goals

In 50 words or less describe your sheep or wool enterprise and your goals.

2. Labour efficiency and profitability

In 200 words or less describe the labour efficiency and profitability of your sheep or wool enterprise.

Note: You might like to consider some or all of the following in your response:

- DSE per labour unit and changes over time.
- Labour saving innovations in your enterprise.
- Cost of production and changes over time.
- Enterprise profitability and changes over time.

3. Production systems

In 200 words or less describe your production system and its use of innovation.

Note: You might like to consider some or all of the following in your response:

- Physical handling systems and innovations you have incorporated.
- Paddock, laneway and yard layout.
- Improvements in the ease of management through innovation.
- Information systems and their use in decision-making.

4. Enterprise development

In 200 words or less describe any enterprise development you have undertaken.

Note: You might like to consider some or all of the following in your response:

- Marketing plans and their outcomes.
- Valueadding activities undertaken.

- Quality assurance systems.
- Identifying and managing risk.
- Occupational health and safety plans.
- Integration with other enterprises.
- Involvement with research and development.

5. Environmental impacts and benefits

In 100 words or less describe the environmental management of your enterprise.

Note: You might like to consider some or all of the following in your response:

- Involvement in catchment management authority or group.
- Environmental management systems for your property.

6. Your farming life

In 100 words or less describe how farming contributes to your lifestyle.

Note: You might like to consider some or all of the following in your response:

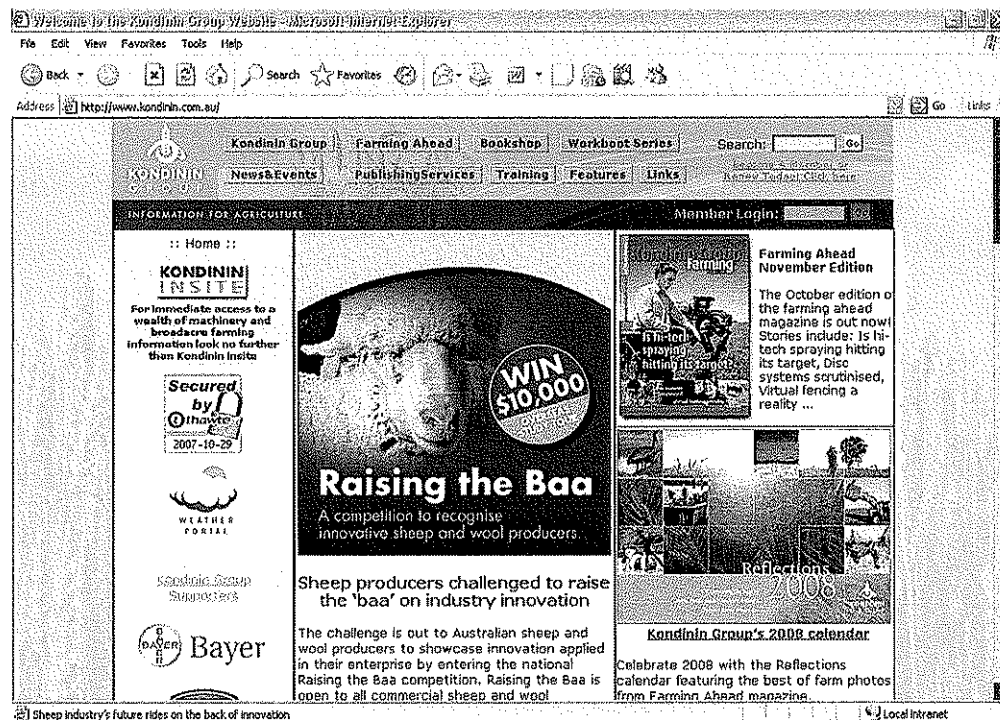
- Family environment and benefits to family life.
- Working conditions and flexibility.
- Do you have time off regularly?

7. Your international study tour

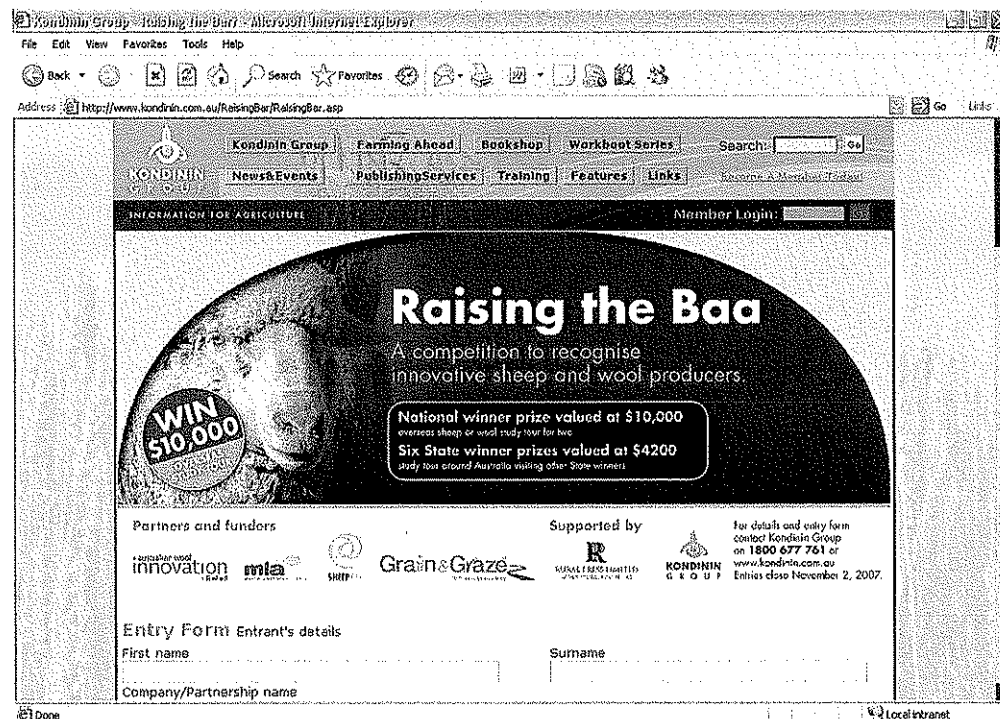
If you were the national winner describe in 100 words or less where you would go on your international study tour and how it would benefit your sheep or wool enterprise.

Supporting Evidence: Material such as photos and video footage may be submitted along with this form to support the entry. See conditions of entry.

The Kondinin Group web site home page acted as a gateway to the competition entry form.



The on-line entry form allowed individuals to enter the competition with ease and without time-consuming paperwork.





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overseas study tour

National winner prize valued at \$10,000
overseas sheep or wool study tour for two

Six State winner prizes valued at \$4200
study tour around Australia visiting other State winners

Partners and funders

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innovation
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mia
meat & livestock australia



Grain & Graze
helping you to know your sheep

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For details and entry form
contact Kondinin Group
on 1800 677 761 or
www.kondinin.com.au
Entries close October 19, 2007.

Background on the competition

The national Raising the Baa competition has been developed to recognise and reward growers for innovation within the sheep and wool industries.

The purpose of the Raising the Baa competition is to identify, reward and promote efficient and profitable sheep and wool producers across Australia and provide opportunities for other producers to do so as well.

Australian Wool Innovation (AWI) Sustainable Production Systems Advisory Group and the Grain & Graze social research project have highlighted the importance of improving both the labour efficiency and ease of sheep and wool management systems to secure future sheep industry profits, promote rebuilding of the flock and to prepare businesses for increasing climate variability as a consequence of climate change.

The funding partners AWI, Meat & Livestock Australia (MLA), CRC for Sheep Industry Innovation and Grain & Graze have contracted Kondinin Group to facilitate the competition. Rural Press is also a supporting partner.

This is an opportunity for sheep and wool producers to reflect on their achievements and success and on the ideas and innovations they have applied to their enterprise.

Project details

- The competition is open to all commercial sheep and wool producers and their partners in Australia.
- The competition will be managed and facilitated by the Kondinin Group in conjunction with the partners and funders.

Entry

Nominations open from Monday September 17, 2007 and close on Friday October 19, 2007.

To enter the Raising the Baa competition, an entry form must be submitted to Kondinin Group via post or online by the applicant. Supporting material such as photos and video footage may be submitted to support the entry.

Competition entry forms are available from Kondinin Group on 1800 677 761 or www.kondinin.com.au

Entrants will be required to provide summary information on different aspects of their enterprise and specifically address the key judging criteria:

- Production systems and efficiency
- Ease of management
- Enterprise development and innovation
- Environmental impact and benefits

Entries open on Monday September 17 2007. Entries close at 5.00pm WST on Friday October 19 2007.

Terms and conditions of entry

Eligibility

Entry is free and is open to commercial sheep and wool producers and their partners in the six States of Australia and the Australian Capital Territory (ACT). For the purposes of the competition ACT will be considered to be part of New South Wales.

Employees and family members of AWI, MLA, CRC for Sheep Industry Innovation, Grain & Graze, Kondinin Group and Rural Press are not eligible to enter the competition.

Use of entrant's information

Each entrant will need to complete a declaration authorising the use of their information and photos for media and promotion purposes.

This competition is being funded and run to identify and publicise innovation in the sheep and wool industry for the benefit of the whole industry. Entrants must therefore consent to the partners having access to and using the information and images of their enterprises for the purposes of the promotion of the sheep and wool industry in Australia.



State winners

Each State winner will participate in a tour around Australia to visit each of the other State winner's enterprises. Each State winner must be prepared to host the other State winners. The tour will take place at a time convenient to the State winners and the competition partners. The value of the interstate tour for each State winner will not exceed \$4,200. The tour will be subject to media coverage where applicable.

National winner

The national winner will win an overseas study tour to the value of \$10,000 for two to visit a destination that will assist them to develop their sheep or wool enterprise further. The tour must be taken before December 2008. The itinerary will be organised by Kondinin Group in consultation with the winners and the competition partners. The national winner may extend the itinerary at their own expense.

The overseas study tour will help the winner achieve their vision for their industry and in doing so enhance their skills and capacity to contribute to the Australian sheep and wool industries. The national winner will need to demonstrate how the overseas study tour will assist in fulfilling their personal vision for their industry and in turn how it will benefit them.

Judging criteria and process

The competition will be judged by a panel of experienced industry members using the range of criteria outlined in the entry form.

A short list for each State will be finalised and judges will visit the short list of entries to determine a State winner. The national winner will be chosen from within the State winners. The judging panel will view all applications to be true and correct and will not be held responsible for inaccurate or misleading statements. The judge's decision will be final and no correspondence will be entered into. Both the national winner and the State winners will be notified by post and telephone on Thursday December 6, 2007.

Members of the judging panel



David Heinjous

David Heinjous is Managing Director of Rural Directions Pty Ltd. Rural Directions Pty Ltd is SA's largest agricultural consulting business. David manages the Bestprac Project for AVI on a national basis and has managed a series of other projects for both MLA and AVI over the last 8 years. David is also Managing Director of his families farming and grazing business, Pareta Farms at Freeling and Kapunda in SA's lower north.



Roger Harvey

Roger runs a mixed farm in Kojonup and is a partner in a New Zealand based sheep business. Roger has been actively involved in a wide range of research and development activities with a number of organisations and is passionate about the role of innovation in the sheep industry.



Nigel McGuckian

Nigel is a management consultant with RMCG in Bendigo, Victoria who has extensive experience in all aspects of the sheep and wool industries. Nigel runs the national social research project for the Grain & Graze programme run by AVI, MLA, Grains Research Development Corporation (GRDC) and Land Water Australia (LWA). This project has highlighted the need for the sheep industry to focus on labour efficiency.



Stuart Mitchell

Stuart runs an extensive sheep and wool enterprise at Bollon in Western Queensland. In addition Stuart has been actively involved in industry research and development through his roles with AVI and Kondinin Group. Stuart was recently appointed to the board of the new CRC for Sheep Industry Innovation.




Richard Price

Richard has recently been appointed as deputy CEO of Kondinin Group. Prior to this position, Richard was a large-scale sheep producer in the United Kingdom. During that time, Richard developed successful businesses exporting lambs and processing wool. In 1990 Richard was the recipient of the Young Nuffield award for the UK.

Advertising

10 x 8 advertising was placed in the five chief Rural Press publications:

- Farm Weekly – Western Australia
- The Land – New South Wales
- Stock & Land – Victoria
- Stock Journal – South Australia
- Queensland Country Life – Queensland



Raising the Baa

A competition to recognise innovative sheep and wool producers.

Kondinin Group and partners invite sheep and wool producers to enter this national competition.





WIN \$10,000
OVERSEAS STUDY TOUR



National winner prize valued at \$10,000
overseas sheep or wool study tour for two

Six state winner prizes valued at \$4,200
study tour around Australia visiting other state winners

Key judging criteria:

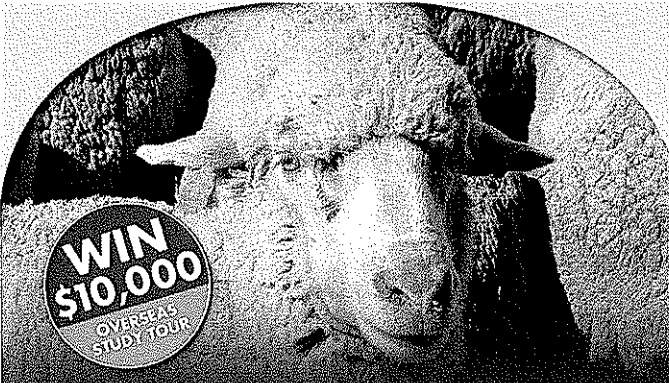
- Production systems and efficiency
- Ease of management
- Enterprise development and innovation
- Environmental impact and benefits

Partners and funders:    

Supported by:  

For details and entry form contact Kondinin Group on **1800 677 761** or www.kondinin.com.au
Entries close 19 October 2007.

A full-page (210 x 297) colour ad was also placed in Kondinin Group's flagship publication *Farming Ahead* and was sent to over 8000 members nationwide.



Raising the Baa

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Kondinin Group and partners invite sheep and wool producers to enter this national competition.

Here is a chance to reflect on your achievements and the ideas and innovations you have applied to your enterprise.





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National winner prize valued at \$10,000
overseas sheep or wool study tour for two

Six State winner prizes valued at \$4200
study tour around Australia visiting other State winners

Key judging criteria:

- Production systems and efficiency
- Ease of management
- Enterprise development and innovation
- Environmental impact and benefits

Partners and funders:    

Supported by:  

For details and an entry form contact Kondinin Group on **1800 677 761** or www.kondinin.com.au
Entries close October 19, 2007.

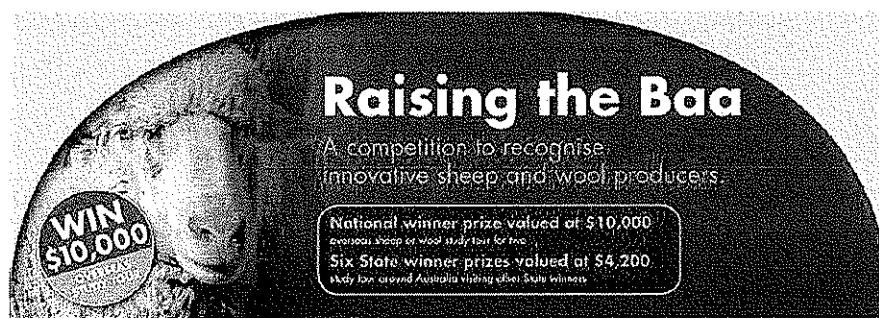
An example of the web ads/buttons created to promote the competition is below – from the Australian Wool Innovation web site.

Web ads were linked to the Kondinin Group website and on-line entry forms.



Organisation	Contact Name	Role	Email	Phone	Contacted
Australian Wool Innovation	Lu Hogan	Program Manager	luhogan@woolinnovation.com		emailed - Renelle is going to email details of AWI groups Monday
	Renelle Jefferey		renellej@woolinnovation.com		
	Stephen Feighan		StephenFeighan@woolinnovation.com		
Meat and Livestock Australia	Michael Goldberg	Project Officer - Pul	mgoldberg@mla.com.au	02 9463 9369	02 9463 9289 / 0408 323 632
	Karen Fox	Corporate Commun	kfox@mla.com.au		
	David Pietsch		dpietsch@mla.com.au		
Sheep CRC	Andrew Thompson	Project Manager	anthompson@agric.vic.gov.au		Emiled with regards to their regions
Grain and Graze	Richard Price		richard.price@kfr-ganal.com.au		
AWI groups	NSW - Wealth4Wool	Program Leader	wool4wealth@msanda.com.au	0407 953 445	.. spoken to Jenny Brophy left message made phone calls no answer sarah bill
	WA - The Sheep's Back	Program Coordinator	ed.firth@westnet.com.au	(08) 9736 1583	
	SA - SheepPlus	Program Coordinator	cmellors@uradirect.com.au	(08) 8842 1103	
	Vic - BestWool/BestLamb	Program Administrator	annette.lavlor@dpi.vic.gov.au	(03) 5385 0531	
	Tas - 8 x 5 Profit Program	Program Manager	warren.hunt@dpiw.tas.gov.au	(03) 6336 5464	
	Qld - Leading Sheep	Program Coordinator	geoff.knight@dpi.qld.gov.au	(07) 4620 8121	
	Pastoral Zone - BestPrac	National Coordinator	drenius@uradirect.com.au	(08) 8842 1103	
	Grain & Graze				
	Northern Agricultural Region - WA		pb@consultag.com.au	08 94750753 / 0429 977 042	
	Avon - WA		leonnard@agrc.vic.gov.au	08 9690 2242	
Grain & Graze	Eyre Peninsula - SA		frischke.alsen@sa.gov.au	08 8880 6223	no answer no answer 350 emailed out
	Malilee - Vic/SA/NSW		zubair.shahzad@msp.org.au	03 50 219 103	
	Glendal Hopkins/Corangamite - Vic		nicon@pipeline.com.au	03 5258 3860	
	Murrumbidgee - NSW		kathina@farmlink.com.au	02 6924 4633	
	Central West Lachlan - NSW		jodie.dean@dpi.nsw.gov.au	02 6885 1015	
	Maranoa Balonne - NSW		sleighten@ms@dpi.qld.gov.au	07 4620 8122	
	Border Rivers - Qld/NSW		rachel.charles@bcmi.org.au	0746 717 900	
	Central West Conservation farmers - NSW		oxca@bigpond.com.au		
	Birchip Cropping Group,	CEO	info@boa.org.au		
	Southern Farming Systems - Victoria	CEO	mmcdonald@sis.org.au		
Grower groups	Agricultural bureau network - SA	Coordinator	madden.arnie@sa.gov.au		08 6488 3410
	Grower Group Alliance - WA		tracey.clanelli@uwa.edu.au		
	Wool Producers	Executive Officer	gweller@nfi.org.au		
	State farming organisations				
	QLD - Agforce		isa.vorkston@agforceold.org.au	07 3238 3100	
	NSW Farmers Association	Chief Executive	morraans@nswfarmers.org.au	1300 794 000	
	VFF	Member services	eluscombe@vff.org.au	1300 882 833	
	SAFF	Executive officer of	gsrat@saaff.com.au	8232 5555	
	PGF	Chief Executive Officer	doug.parker@valfarmers.org.au	9486 2100 Jamie O'Brien	
	TFGA	Industry Development	isausteel@bigpond.com	(08) 9479 4599	
Future Farm Industries CRC		Sponsorship and Pr	isausteel@bigpond.com	03 6332 1800	In - Beyond the Gate (Lisa Swift) thurs after 10am doesn't work Wed
		CEO	kevin.goss@futurefarmcrc.com.au	08 6488 2555	
		Communications Off	elizabeth.wheeler@futurefarmcrc.com.au		
		Executive officer	lieba.brianna@bigpond.com		
			wca@werna.vic.gov.au		
			info@investinplants.com.au		
			Allison.mclagart@nisp.org.au		
			admin@futurefarmers.com.au		
			secretary@grasslandnsw.com.au		
			one.sourness@dpi.vic.gov.au		
Farmer Groups	Liabe Group	President	kim.lord@wantia.com.au		Development Officer Development Officer Technical Officer Project Manager & F Research Officer
	Wimmera Conservation Farming Assoc		deb@sanita.com.au		
	Riverine Plains Inc.		clia@fia.asn.au		
	Malilee Sustainable Farming Inc		pb@consultag.com.au		
	Future Farmers Network		mrio@westnet.com.au		
	Grasslands Society of NSW				
	Australian Farming Systems Association				
	VicNotTilFA				
	WANTFA				
	SANTFA				
Pulse Association	Corrigin Farm Improvement Group	Executive Officer			Mr Wayne Parker Mr Ian Pritchard Mr Rodger Beermier Mr Mark Seymour Ms Kerry Regan
	Evergreen Farming Group	Executive Officer			
	Morawa Farm Improvement Group				
	Pulse Association of the South East				
	Pulse Association Northern Region				
	Pulse Association Central Region				
	Pulse Association Great Southern Region				
	Pulse Association South East Region				
	Pulse Association Metropolitan				

Email promotion








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Partners and funders

Australian Wool Innovation    Grain & Graze  

Supported by

For details and entry form contact Kondinin Group on 1800 677 761 or www.kondinin.com.au
Entries close October 19, 2007.

We invite your members to take part in this new inspiring initiative supported and funded by **Australian Wool Innovation (AWI)**, **Meat and Livestock Australia (MLA)**, **CRC for Sheep Industry Innovation**, **Grain & Graze** and **Kondinin Group**.

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national **RAISING THE BAA** competition.

- Raising the Baa is **open to all commercial sheep and wool producers**, and was initiated by Australian Wool Innovation (AWI) as a way of identifying and encouraging innovation within the industry.
- There will be a prize for the best overall innovator plus a winner in each State.
- The **national winner**, selected from the state winners, will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.
- **State winners** will participate in a national tour of each winner's enterprise valued at \$4200.

TO ENTER

The competition has officially started. To enter, producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Competition entry forms are available by contacting Kondinin Group on 1800 677 761 or visiting the website, and can be completed either online or by post. An entry form plus competition terms and conditions and a web-image are also attached to this email for your promotional needs.

Entries to the competition close Friday October 19, 2007 5pm WST.

YOUR SUPPORT

Your organisation's support for this initiative is greatly appreciated. Please let your members know so they can showcase their achievements and go in the running for the major national prize.

FOR MORE INFORMATION

For more information on the competition or entrance requirements, please don't hesitate to contact Kondinin Group on 1800 677 761.



**KONDININ
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INDEPENDENT INFORMATION FOR AGRICULTURE



Kondinin Group has joined with AWI, MLA, Sheep CRC and Grain & Graze to manage the Raising the Baa competition on behalf of all the partners.

Producers all over Australia are developing and incorporating new innovations into their enterprises. The national Raising the Baa competition aims to identify and publicise these innovations for the benefit of the broader industry as well as rewarding those producers who are taking the lead.

We invite you to take part in this new inspiring initiative.

The competition is a great way to capture and promote the great range of innovations developed by producers to make their management easier. Don't be shy or too modest about your achievements and put in an entry. Alternatively if you believe there is a leader in innovation in your area please encourage them to enter. The more entries we receive the more innovation we will uncover and promote, and the greater the benefit this competition will provide for the sheep and wool industry.

The competition exemplifies the Kondinin Group philosophy of *farmers helping farmers*. We look forward to receiving your entry!

William Ryan, CEO
Contact - william@kondinin.com.au

Raising the Baa

A competition to recognise innovative sheep and wool producers.

Kondinin Group and partners invite sheep and wool producers to enter this national competition.

National winner prize valued at \$10,000
travels sheep or wool show for two

Six state winner prizes valued at \$4,200
study tour around Australia visiting other state winners

Key judging criteria:

- Production systems and efficiency
- Overall enterprise
- Enterprise development and innovation
- Environmental impact and benefits

Partners and funders

innovation mla



Grain & Graze

Supported by



For details and entry form contact Kondinin Group
on 1800 677 761 or www.kondinin.com.au
Entries close 19 October 2007.

Raising the Baa is open to all commercial sheep and wool producers, and was initiated by Australian Wool Innovation (AWI) as a way of identifying and encouraging innovation within the industry.

- There will be a prize for the best overall innovator plus a winner in each State.
- The national winner, selected from the state winners, will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.
- State winners will participate in a national tour of each winners enterprise valued at \$4,200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Entry forms are available by contacting Kondinin Group on 1800 677 761 or clicking the button below and visiting the website.

The Raising the Baa competition is funded and partnered by AWI, Mac and Livestock Australia (MLA), Sheep CRC, Grain & Graze, Kondinin Group and supported by Rural Press.


Entries to the competition close Friday October 19, 2007 5pm VST.

[For more information click here](http://www.kondinin.com.au)



• Membership and information services • Training • Publishing • Consulting services and more...

INDUSTRIAL DEVELOPMENT AND INVESTMENT GROUP



Raising the Baa

A competition to recognise innovative sheep and wool producers.

Kondinin Group and partners invite sheep and wool producers to enter this national competition.

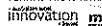
National winner prize valued at \$10,000
overseas study tour for two to assist in further developing their enterprise.

Six state winner prizes valued at \$4,200
entry tour around Australia visiting other state winners.

Judging criteria:

- Production systems and efficiency
- Ease of management
- Enterprise development and innovation
- Environmental impact and benefits

Partners and funders



Supported by



For details and entry form contact Kondinin Group
on 1800 677 761 or www.kondinin.com.au
Entries close 19 October 2007.

You are invited to enter RAISING THE BAA

Raising the Baas open to all commercial sheep and wool producers, and was initiated by Australian Wool Innovation (AWI) as a way of identifying and encouraging innovation within the industry.

- There will be a prize for the best overall innovator plus a winner in each state.
- The national winner, selected from the state winners, will receive a **\$10,000** overseas study tour for two to assist in further developing their enterprise.
- State winners will participate in a national tour of each winner's enterprise valued at **\$4,200**.

To enter you are required to address key judging criteria including details of your production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The Raising the Baa competition is funded and partnered by AWI, Meat and Livestock Australia (MLA), Sheep CRC, Grain & Graze, Kondinin Group and supported by Rural Press.

New closing date

Entries to the competition close
Friday November 2, 2007 5pm WST.

We invite you to take part in this inspiring new initiative. The competition is a great way to capture and promote the great range of innovations developed by producers to make their management easier. Don't be shy or too modest about your achievements and put in an entry. Alternatively if you believe there is a leader in innovation in your area please encourage them to enter. The more entries we receive the more innovation we will uncover and promote and the greater the benefit this competition will provide for the sheep and wool industry.

The competition exemplifies the Kondinin Group philosophy of farmers helping farmers. We look forward to receiving your entry.

[For more information click here.](#)

INDUSTRIAL DEVELOPMENT AND INVESTMENT GROUP

Deadline EXTENDED



Raising the Baa

A competition to recognise innovative sheep and wool producers.

WIN \$10,000
OVERSEAS STUDY TOUR

National winner prize valued at \$10,000
overseas sheep or wool study tour for two

Six State winner prizes valued at \$4,200
study tour around Australia visiting other State winners

Partners and funders

100% wool
innovation
partners

mia



Grain & Graze

Supported by



For details and entry form
contact Kondinin Group
on 1800 677 761 or
www.kondinin.com.au
Entries close October 19, 2007.

The deadline for the national Raising the Baa competition has been extended to **Friday, November 2**

The competition is dependent on your help, by encouraging your members and clients to highlight their farming innovations by entering. New competition forms are attached.

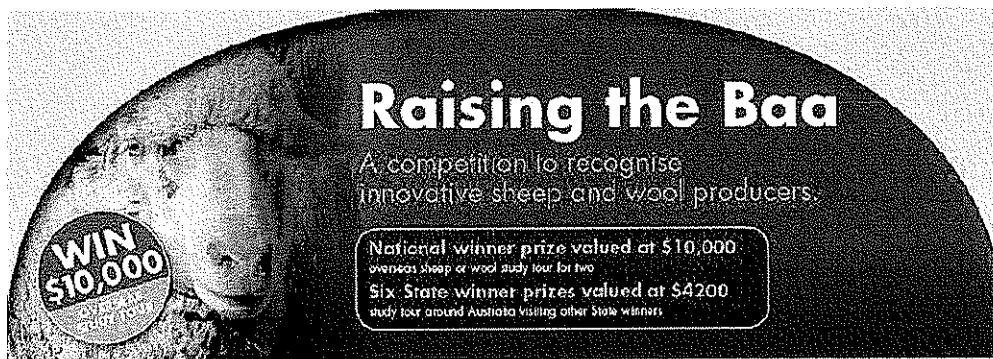
No idea is too small!

An entry form and terms and conditions are attached. Entries can be completed and mailed into Kondinin Group at PO Box 913 Cloverdale WA 6985 or submitted online at www.kondinin.com.au

We appreciate your support.

For more information, please contact Kondinin Group on freecall 1800 677 761.

Competition deadline looms



Raising the Baa

A competition to recognise innovative sheep and wool producers.

WIN \$10,000
overseas sheep or wool study tour for two

National winner prize valued at \$10,000
overseas sheep or wool study tour for two

Six State winner prizes valued at \$4200
study tour around Australia visiting other State winners

Partners and funders

australian wool
innovation
limited

mia



Grain & Graze

Supported by

RURAL PESSES LIMITED

KONDININ
GROUP

For details and entry form
contact Kondinin Group
on 1800 677 761 or
www.kondinin.com.au
Entries close November 2, 2007.

The deadline for the national Raising the Baa competition is **this Friday, November 2**

This is your chance to ensure your members and clients showcase their on-farm efforts to the Australian agricultural industry.

No idea is too small!

An entry form and terms and conditions are attached. Entries can be completed and mailed into Kondinin Group at PO Box 913 Cloverdale WA 6985 or submitted online at www.kondinin.com.au

We appreciate your support.

For more information, please contact Kondinin Group on freecall 1800 677 761.



**KONDININ
GROUP**

NEWS RELEASE

INDEPENDENT INFORMATION FOR AGRICULTURE

Thursday September 20, 2007

Sheep producers challenged to raise the 'baa' on industry innovation

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national *Raising the Baa* competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The competition opened for entry on Monday September 17. To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

The *Raising the Baa* competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.

FOR MORE INFORMATION VISIT WWW.KONDININ.COM.AU

MEDIA CONTACTS

Dr William Ryan	Chief executive officer	08 9478 3343
Sarah Frith	Marketing manager	0418 786 811

Friday October 12, 2007

Last days for producers to enter *Raising the Baa* competition

Cut out time is fast approaching for sheep and wool producers to tally their entries in the *Raising the Baa* competition.

Producers have until Friday October 19, to submit their entries for the chance to win a \$10,000 overseas study tour.

A national competition, *Raising the Baa*, is designed to showcase innovation applied by producers displaying efficient, easy to manage production systems.

Kondinin Group chief executive officer William Ryan encouraged producers to get behind the competition.

"No innovation is too small or too simple — big results can come from seemingly small ideas," Dr Ryan said.

"We are interested in hearing from anybody who has come up with an idea to improve the management, efficiency or productivity of their sheep enterprise."

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

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Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the State winners.

The *Raising the Baa* competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.

FOR MORE INFORMATION VISIT WWW.KONDININ.COM.AU

MEDIA CONTACTS

Dr William Ryan	Chief executive officer	08 9478 3343
Sarah Frith	Marketing manager	0418 786 811



KONDININ
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NEWS RELEASE

INDEPENDENT INFORMATION FOR AGRICULTURE

Tuesday October 16, 2007

***Raising the Baa* competition deadline extended**

The deadline for sheep and wool producers to submit their entries in the *Raising the Baa* competition has been extended until November 2, 2007.

A national competition, *Raising the Baa*, will showcase innovation applied by producers displaying efficient, easy to manage production systems.

Innovations as simple as sheep yard modification or working dog training and care could be enough to win producers a \$10,000 overseas study tour, Kondinin Group chief executive officer, William Ryan said

"There is a myriad of ways farmers tailor their operations to improve management efficiency – both in the paddock and the office," Dr Ryan said.

"Examples include — improving yard and shed design to maximise handling ease, monitoring water and trough systems via remote monitoring equipment to minimise labour time and water wastage and the direct marketing of wool and meat to meet specific markets," Dr Ryan said.

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post. The national winner will be selected from the State winners.

The *Raising the Baa* competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday November 2, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.

FOR MORE INFORMATION VISIT WWW.KONDININ.COM.AU

MEDIA CONTACTS

Dr William Ryan	Chief executive officer	08 9478 3343
Sarah Frith	Marketing manager	0418 786 811

Friday October 26, 2007

Sheep industry's future rides on the back of innovation

Australia's sheep and wool industry is in for exciting times if today's crop of producers has anything to do with it.

The *Raising the Baa* competition, aimed at rewarding innovative producers and promoting the success of the Australian sheep industry, has uncovered more than a swag full of forward thinking, dedicated sheep farmers who are now in the running to win a \$10,000 overseas study tour.

From outback Queensland to the Western Australian wheatbelt; from fine wool to prime lamb production there is innovation happening across the industry.

Sporting new ideas on topics such as yard design, pasture management and marketing the entries show a dedication to driving Australia's sheep and wool industry into the future.

Producers have until Friday, November 2, 2007 to submit their entries in the competition.

Kondinin Group chief executive officer William Ryan said the success of Australia's 200-year sheep industry had hinged on the entrepreneurism, lateral thinking and common sense of farmers.

"Australia's farming environment can be harsh to say the least, put together with trying commodity prices and restrictive trade regulations, farmers have had to be innovative to survive," Dr Ryan said.

"The *Raising the Baa* competition is about recognising that innovative spirit and acknowledging that new ideas are the key to a prosperous future for the nation's sheep industry," Dr Ryan said.

The *Raising the Baa* competition is offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post. The national winner will be selected from the State winners.

The *Raising the Baa* competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press. Entries to the competition close at Friday November 2, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.

FOR MORE INFORMATION VISIT WWW.KONDININ.COM.AU

MEDIA CONTACTS

Dr William Ryan	Chief executive officer	08 9478 3343
Sarah Frith	Marketing manager	0418 786 811



KONDIRIN
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NEWS RELEASE

INDEPENDENT INFORMATION FOR AGRICULTURE

Thursday, December 13, 2007

State *Raising the Baa* competition winners announced

After thousands of kilometres of outback travel and much deliberation, the judges today announced the State winners in the national *Raising the Baa* competition.

Designed to showcase innovation employed by Australian sheep and wool producers, the *Raising the Baa* competition attracted entries from Longreach, Queensland to Wagin, Western Australia.

The six State winners will enjoy an interstate tour taking in each winner's property and farming system.

The State winners are:

Western Australia — Brad Wooldridge, Wagin; for his impressive strategic and labour management plan for the growth and expansion of the business.

South Australia — Lynton Arney, Strathalbyn; for his application of breeding and genetics theory as well as an innovative marketing plan for his rams.

Victoria — Andrew Dufty, Melville Forest; for his logical and solid planning and implementation strategies, and the appropriate use of infrastructure on-property.

Tasmania — Chris Headlam, Woodbury; for his excellent business direction and clear business goals.

New South Wales — Henry White, Coolah; for his well thought out risk management, clear goals and well-balanced team.

Queensland — Pat Hegarty, Longreach; for encouraging his children to remain in the industry and establishing an exceptional overall strategic and operational plan.

From the above a national winner will be announced next week. The National prize is an international study tour to the value of \$10,000.

The judges, a combination of producers and industry leaders, spent two weeks visiting entrants' properties.

Queensland woolgrower, Stuart Mitchell oversaw the judging and was impressed with the ideas and processes implemented by all entrants.

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INDEPENDENT INFORMATION FOR AGRICULTURE

"It was a motivating experience to see how these farmers were improving the productivity and ease of management of their sheep enterprises by implementing some ingenious ideas," Mr Mitchell said.

"Each entrant demonstrated an original innovation that had been of benefit to their business."

The *Raising the Baa* competition is funded and partnered by Australian Wool Innovation, Meat and Livestock Australia, CRC for Sheep Industry Innovation, Grain & Graze, Kondinin Group and supported by Rural Press. Information on winners can be obtained from www.wool.com.au, www.mla.com.au or www.kondinin.com.au

For more information contact Kondinin Group on 1800 677 761.

FOR MORE INFORMATION VISIT WWW.KONDININ.COM.AU

MEDIA CONTACTS

Debbie Boxall

Marketing officer

08 9478 8328



KONDININ
G R O U P

NEWS RELEASE

INDEPENDENT INFORMATION FOR AGRICULTURE

Thursday, December 20, 2007

Victorian woolgrower takes out national *Raising the Baa* honours

A Victorian farmer has won the inaugural *Raising the Baa* competition.

Andrew Dufty, Melville Forest near Hamilton, reigned supreme over six other state finalists, impressing the judges with his solid and logical business plans as well as innovative infrastructure.

Mr Dufty wins an overseas study tour for two valued at \$10,000 of which he is likely to use visiting the agricultural areas of Denmark and England.

Mr Dufty said he had a long-held desire to visit the European nations to evaluate how environmental regulation had impacted on their agricultural industries and to get a better understanding of what Australian producers would face in the future.

"Environmental regulation is fast becoming a fact of life on Australian farms and we need to have an understanding of how this will impact on farming, prior to implementation to enable integration into our systems with as little impact as possible on production and profitability," Mr Dufty said.

Farming 1450 hectares, Mr Dufty runs 13,500, 18.5 micron Merinos and last year produced in excess of 300 bales. His aim is to run 15,000 sheep that cut 50 plus kilograms of clean wool per hectare. Mr Dufty also crops 200ha and this year resowed 100ha to new pasture.

Before taking up life-on-the-land Mr Dufty spent 15 years working in agribusiness – an experience he said put him in good stead to operate a successful farming enterprise.

Mr Dufty said he enjoyed the lifestyle and the flexibility of farming life.

"The flexibility and the variety of work are not something every career has and so that was a large reason for why I chose woolgrowing," he said.

"The flexibility enables greater community involvement and that is important in maintaining a balance."

The *Raising the Baa* competition was an initiative of Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain & Graze and supported by Kondinin Group and Rural Press. The competition aimed to recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

FOR MORE INFORMATION VISIT WWW.FARMINGAHEAD.COM.AU

MEDIA CONTACTS

Debbie Boxall

Marketing officer

08 9478 3343

To view this Broadcast NewsAlert online, please [click here](#).



Broadcast NewsAlert

Debbie Boxall - Kondinin Group Limited

► **6VA (Albany)**
Rural Focus - 18/09/2007 - 09:08 AM
Vin Dawes
Station Ph: 08 9842 2783

Bill Ryan is the CEO for the Kondinin Group and is discussing the Raising the Bar Competition. This is a competition aimed at identifying innovation and making them available to other sheep and wool producers. Australian Wool Innovations originally conceived the competition before approaching the Kondinin Group. The national prize is for a study tour for two to the value of \$10,000. The aim is to find people who use innovative ideas to make their farm for efficient.
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Demographics

Demographics are not available as the media outlet has not commissioned audience research into this timeslot.

[Place an Order](#)

Interviewees: Bill Ryan, CEO, Kondinin Group
Duration: 6:00
Summary ID: 700027955109

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6AM (Northam), 6MD (Merredin), 6NA (Narrogin), 6SE (Esperance), 6WB (Katanning)

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To view this Broadcast NewsAlert online, please [click here](#).



Broadcast NewsAlert

Debbie Boxall - Kondinin Group Limited

► **6VA (Albany)**
Rural Focus - 16/10/2007 - 09:06 AM
Vin Dawes
Station Ph: 08 9842 2783

Lucinda Hogan is the Program Manager for Sustainable Production Systems with Australian Wool Innovations and is discussing opportunities for people in commercial livestock operations. Hogan states that the Raising the Bar Competition allows innovative sheep producers to tell them about their production systems and what is innovating and exciting. It is time to get entries in for this competition, as it closes on Friday. Hogan outlines some of the prizes that are available. Australian Wool Innovation, Meat and Livestock Australia, Sheep CRC and the Kondinin Group are among the sponsors for the competition.
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Demographics

Demographics are not available as the media outlet has not commissioned audience research into this timeslot.

[Place an Order](#)

Interviewees: Lucinda Hogan, Program Manager, Sustainable Production Systems, Australian Wool Innovations
Duration: 5:00
Summary ID: 700028292306

This program or part thereof is syndicated to the following 5 station/s:
6AM (Northam), 6MD (Merredin), 6NA (Narrogin), 6SE (Esperance), 6WB (Katanning)

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To view this Broadcast NewsAlert online, please [click here](#).



Broadcast NewsAlert

Debbie Boxall - Kondinin Group Limited

► **ABC South Coast WA (Albany)**
Rural Report - 25/10/2007 - 06:46 AM
Owen Grieve

Bill Ryan is the CEO for the Kondinin Group and is discussing the Raising the Baa Competition. Ryan states they have had a lot of enquiries, and some of these has just wanted a little more time. All that is required to enter this competition, is anything that makes your enterprise easier.

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Interviewees: Bill Ryan, CEO, Kondinin Group

Duration: 4:00

Summary ID: 700028406950

Demographics

Demographics are not available as the media outlet has not commissioned audience research into this timeslot.

[Place an Order](#)

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Sydney	Melbourne	Brisbane	Canberra	Perth	Adelaide
02 9316 4000	03 8327 6400	07 3259 2100	02 6124 5200	08 9226 5800	08 8132 4800



Queensland Country Life
Thursday 20/9/2007
Page: 124
Section: General News
Region: QLD Circulation: 34,918
Type: Rural
Size: 123.67 sq.cms.
Published: ---T---

Brief: KONDIN(P)

COMPETITION:

Wool growers raise innovation baa

THE challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to

address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The competition opened for entry on Monday September 17.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners. The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press. Entries to the competition close at Friday October 19, 5pm WST.

● For more information contact
Kondinin Group on 1800 677 761 or
visit the website.



Stock & Land
Thursday 20/9/2007
Page: 18
Section: General News
Region: VIC Circulation: 10,140
Type: Rural
Size: 46.45 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Raising the sheep baa

SHEEP and wool producers could win a \$10,000 study tour by entering a national competition that rewards innovative, easy to manage production systems. Initiated by Australian Wool Innovation (AWI), the Raising the Baa competition is aimed at identifying and encouraging innovation within the industry.

The national winner will receive a \$10,000 overseas study tour for two to assist in further

developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

The Raising the Baa competition is funded and partnered by AWI, Meat and Livestock Australia, the Sheep CRC, Grain and Graze and the Kondinin Group and supported by Rural Press. Entries close October 19.

■ **Contact 1800 677 761 or visit www.kondinin.com.au**



Stock Journal
Thursday 20/9/2007
Page: 4
Section: General News
Region: SA Circulation: 14,014
Type: Rural
Size: 87.92 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Sheep producers asked to raise the enterprise 'baa'

THE challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation, Meat & Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by pro-

moting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

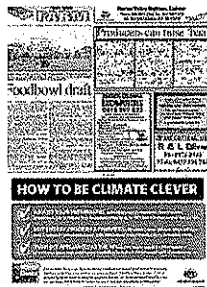
There will be a prize for the best overall innovator, plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate

in a national tour of each winner's enterprise valued at \$4200.

Download an entry form from www.kondinin.com.au and submit it online or by post.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

• Details: Entries to the competition close at Friday October 19, 2007 5pm WST. Contact Kondinin Group 1800 677 761 or visit www.kondinin.com.au



Cobram Courier
Wednesday 26/9/2007
Page: 11
Section: General News
Region: Cobram VIC Circulation: 3,218
Type: Regional
Size: 98.64 sq.cms.
Published: --W----

Brief: KONDIN(P)

Producers can raise 'baa'

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation, Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is

open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state.

The national winner will receive a \$10 000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and effi-

ciency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The competition opened for entry on September 17.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

Entries to the competition close on Friday, October 19 at 5 pm.

For more information phone the Kondinin Group on 1800 677 761 or visit the web-site.



Boorowa News
Thursday 27/9/2007
Page: 3
Section: General News
Region: Boorowa NSW Circulation: 693
Type: Regional
Size: 116.69 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Sheep producers challenged to raise the 'baa'

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition. Raising the Baa is open to all commercial sheep and wool producers, and was initiated by Australian Wool Innovation (AWI) as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner, selected from the state winners, will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits. Competition entry forms are available by contacting Kondinin Group on 1800 677 761 or visiting the website.

The Raising the Baa competition is funded and partnered by AWI, Meat and Livestock Australia (MLA), Sheep CRC, Grain & Graze, Kondinin Group and supported by Rural Press.



The Land
Thursday 27/9/2007
Page: 60
Section: General News
Region: NSW Circulation: 52,324
Type: Rural
Size: 93.45 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Sheep industry aims to raise 'baa'

AUSTRALIAN sheep and wool producers can showcase innovation applied to their enterprise and displaying efficient, easy-to-manage production systems in the national Raising the Baa competition.

The competition was launched on September 17 and will recognise and reward innovative producers by promoting their successes.

It is open to all commercial sheep and wool producers and was initiated by Australian Wool Innovation as a way of indentifying and encouraging innovation in the industry.

The competition is run by the Kondinin Group, Australian Wool Innovation, Meat and Livestock Australia, Sheep Co-operative Research Centre, Grain and Graze and supported by Rural Press.

Kondinin Group chief executive officer, William Ryan, said it was a great opportunity for producers.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," he said.

Entries are now open, with forms

available from www.kondinin.com.au and close on October 19.

Entry forms address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

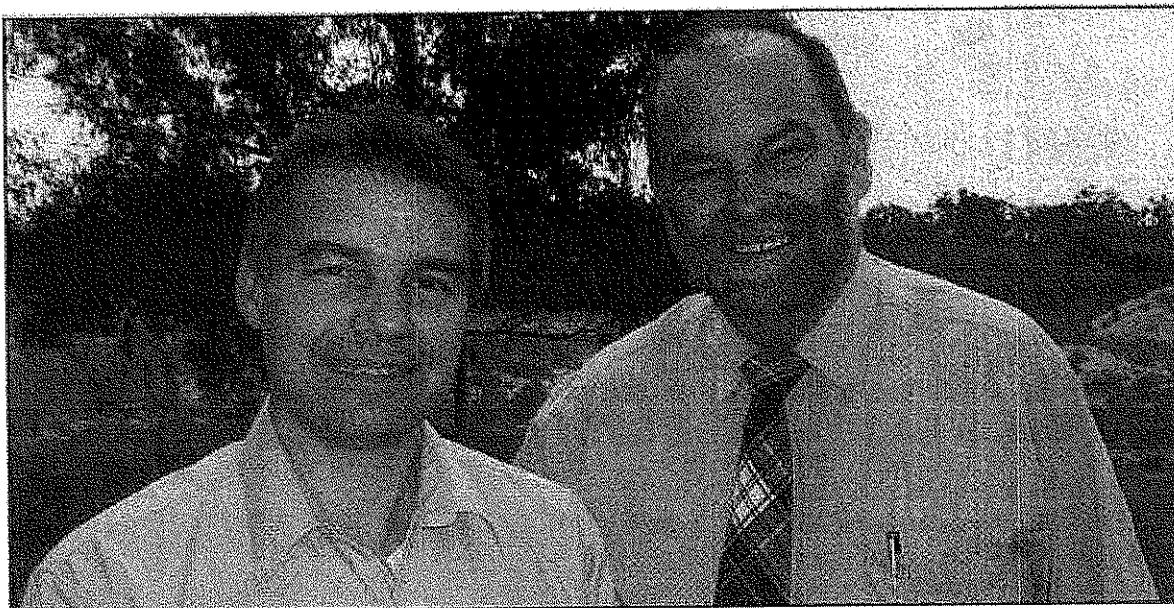
A national winner will be chosen from the State winners and will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

■ **Contact Kondinin Group on (1800) 677 761.**



HOT COMPETITION

Raising the Baa



Kondinin Group chief executive officer Dr William Ryan and deputy CEO Richard Price encourage sheep producers to enter the 'Raising the Baa' competition for the chance to contribute to the future of Australia's sheep and wool industry.

Kondinin Group chief executive officer Dr William Ryan and deputy CEO Richard Price encourage all innovative sheep producers to enter the 'Raising the Baa' competition for the chance to contribute to the future of Australia's sheep and wool industry.

Australian wool and sheep growers are challenged to showcase innovation and display efficient, easy to manage production systems.

The national Raising the Baa competition was launched last week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze.

The competition will recognise and reward innovative producers by promoting their successes to

Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Entries to the competition close on October 19 at 5pm.

For more information contact Kondinin Group on 1800 677 761 or visit the website www.kondinin.com.au.



Stock & Land
Thursday 27/9/2007
Page: 15
Section: General News
Region: VIC Circulation: 10,140
Type: Rural
Size: 77.61 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Raising the baa

THE CHALLENGE is out to sheep and wool producers to showcase innovative practices used in their operation by entering the national Raising the Baa competition.

Launched last week by competition partners Kondinin Group, Australian Wool Innovation, Meat and Livestock Australia, the Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers and promote their success to industry.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

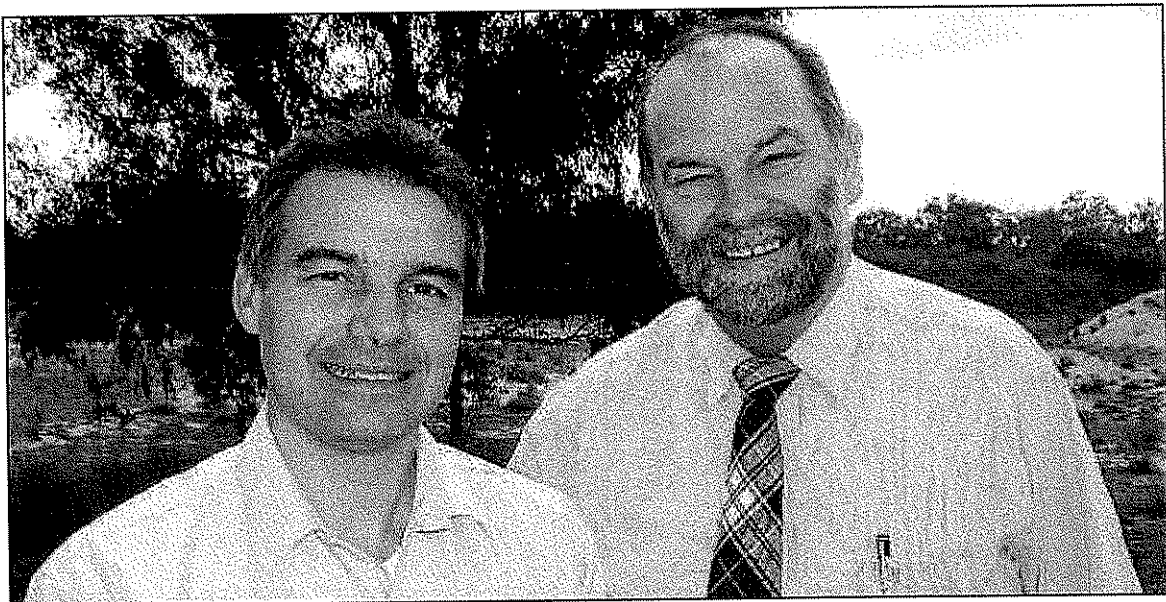
To enter, producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits. Entries close September 17.

Entry forms can be downloaded from www.kondinin.com.au.

The competition is supported by Rural Press.



Raising a baa on innovation



Kondinin Group chief executive officer Dr William Ryan and deputy CEO Richard Price are encouraging all innovative sheep producers to enter the Raising the Baa competition.

SHEEP producers are being challenged to raise the 'baa' on industry innovation through a unique competition.

The national Raising the Baa competition is aimed at allowing Australian sheep and wool producers to showcase innovation by displaying efficient, easy to manage production systems.

The competition was launched last week by competition partners Kondinin Group, Australian Wool Innovation, Meat and Livestock Australia, Sheep CRC and Grain and Graze.

It is open to all commercial sheep and wool producers and was initiated by AWI to identify and encourage industry innovation.

There will be a prize for the

best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two, to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan, said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

Innovation was "crucial to ensuring a prosperous future for Australia's proud sheep industry", he said.

"The tight labour market means the future success of the sheep

industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter, producers must meet judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The competition opened for entry a week ago. Entry forms could be downloaded from www.kondinin.com.au and submitted online or by post. A national winner would be selected from the state winners.

Entries close on Friday, October 19, 2007 at 5pm WST. Contact Kondinin Group on 1800 677 761 or visit the website for more information.



Raise the baa on innovation

A CHALLENGE has been sent out to sheep and wool producers to showcase the innovations they have used on their enterprises and to enter the national Raising the Baa competition which highlights efficient, easy to manage production systems.

Launched this week by competition partners the Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain, the

competition will recognise and reward innovative producers by promoting their successes in the sheep industry.

The competition is open to all commercial sheep and wool producers and was started by AWI to identify and encourage innovation within the industry.

The best overall innovator plus a winner in each state will be awarded and the national winner will receive a

\$10,000 overseas study tour for two.

State winners will participate in a \$4200 national tour of each winner's enterprise.

Kondinin Group chief executive officer William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and to provide inspiration for other producers.

Innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry, he said.

"The tight labour market

means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

Entrants must address key judging criteria including details of their production systems and efficiencies, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Entry forms are at www.kondinin.com.au and close at 5pm on Friday, October 19.

More information: 1800 677 761.



Kondinin Group chief executive officer Dr William Ryan (right) and deputy chief executive Richard Price encourage all innovative sheep producers to enter the Raising the Baa competition.



Sheep producers urged to raise the 'baa'

THE challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers,

was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to

provide inspiration for other producers.

He said innovation was

crucial to ensuring a prosperous future for Australia's proud sheep industry.

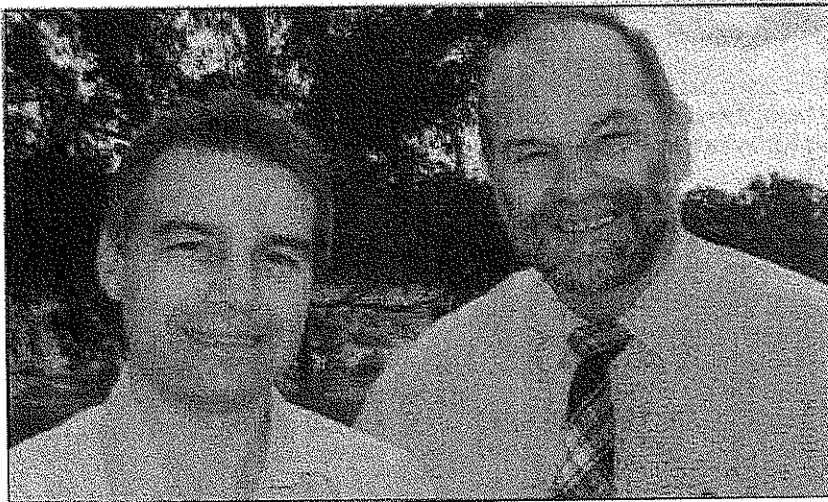
"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management,

enterprise development and innovation as well as environmental impact and benefits.

The competition opened on Monday September 17. To enter download an entry form from www.kondinin.com.au and submit the form online or by post. The national winner will be selected from state winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.



Invitation...Kondinin Group CEO William Ryan and deputy Richard Price are urging producers to enter the 'Raising the Baa' competition.



IN BRIEF

SUCCESSFUL SUCCESSION: With 25 per cent of broadacre farm owners/managers in Australia over the age of 65, farm succession planning is becoming a big issue.

The GRDC supported 'A Guide to Succession - Sustaining families and farms' contains case studies based on the experiences of 16 farm families, whose advice and skills can help others plan for succession.

GRDC Western Panel chairman and Kojonup grower, Neil Young said this was especially important, with recent research indicating a large proportion of retiring growers had not planned.

"The number of farms undergoing a succession planning process is expected to peak in the next five years, so the guide will help families move through this period efficiently and smoothly," Mr Young said.

"This includes front-end options, when people are entering a business through invitation or marriage, to back-end options, when they are leaving," he said.

For a copy of the guide, growers should contact Ground Cover Direct, Free Phone 1800 11 00 44.

RURAL LEADERSHIP SKILLS:

The Australian Government will provide \$50,000 for a study to assess the skill and knowledge development needs of rural and regional Australia.

Parliamentary Secretary to the Minister for Agriculture, Fisheries and Forestry, Sussan Ley said the study would help the Australian Government tailor its leadership and skill development initiatives to meet people's needs.

The study will complement existing initiatives, including Rural Leadership Development for young people, women and Indigenous people, and FarmBis..

Ms Ley said the study would be run by the Australian Rural Leadership Foundation and the Australian Government.

"This study will help determine what skills and knowledge are needed, how

best to deliver these, and perhaps find ways to do things differently when it comes to developing future leaders."

For more information call 1800 136 100, email AAI@daff.gov.au, or visit www.daff.gov.au/advancingindustries

RAISING THE BAA: The challenge is out to Australian sheep and wool producers to showcase innovation in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

To enter download an entry form from www.kondinin.com.au.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries close on October 19. For more information contact Kondinin Group on

1800 677 761 or visit the website.

ACTIVE AGEING: The Department of Local Government and Regional Development has awarded Farmsafe WA Alliance, a not-for-profit, non-government organisation, with funding to conduct free workshops across WA based upon active ageing in farming communities.

These free workshops have been designed with the assistance of landholders aged 55 and over from across Australia and aim to bring together people who have a vested interest in learning how to 'work smarter, not harder' in a rural setting.

Trial workshops have taken place in Narrogin and Denmark. Farmsafe WA would like to continue the work to promote a greater understanding of active ageing in rural communities and develop relevant and practical resources for other WA farmers on how to remain productive and active, particularly later in life.

To register interest contact Michelle Darrington at Farmsafe WA Alliance on 9359 4118 or email farmsafe_eo@westnet.com.au

WEBSITE FOR GROWERS:

Growers and people working in agribusiness who have ever yearned for computer access to green manure or lime calculators or just a down-to-earth look at soil properties in their region of WA need look no further.

Dr Daniel Murphy from the School of Earth and Geographical Sciences and Institute of Agriculture at the University of Western Australia has launched a free interactive website designed with such clients in mind.

The site www.soilquality.org.au <http://www.soilquality.org.au/> has won the Not for Profit category of the 2007 WA Web Awards, which recognise innovation and excellence in web design.



Sheep producers are challenged to raise "BAA" on industry innovation

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their

ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

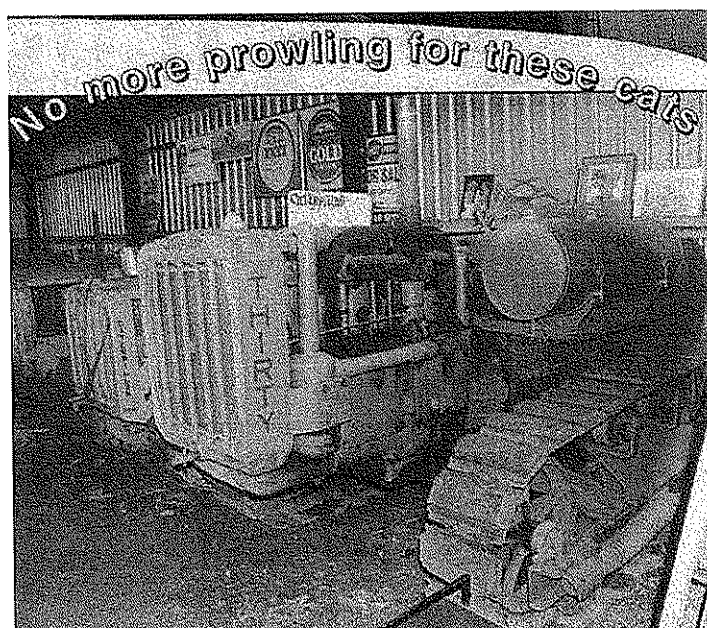
The competition opened for entry on Monday September 17.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



There will be no more tours of duty for these old retired "cats" as they rest out their last days in peace and quiet on property near Clifton.



Country Leader Tamworth - insert
Monday 1/10/2007
Page: 5
Section: General News
Region: Tamworth NSW Circulation: 29,000
Type: Regional
Size: 127.49 sq.cms.
Published: M-----

Brief: KONDIN(P)

AWI urging farmers to raise the 'baa'

THE challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched recently, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers. He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily-managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

Entries close October 19, 5pm. For more information call 1800 677 761 or visit the website.



Sheep producers challenged

THE challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise, by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched last week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William

Ryan, said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

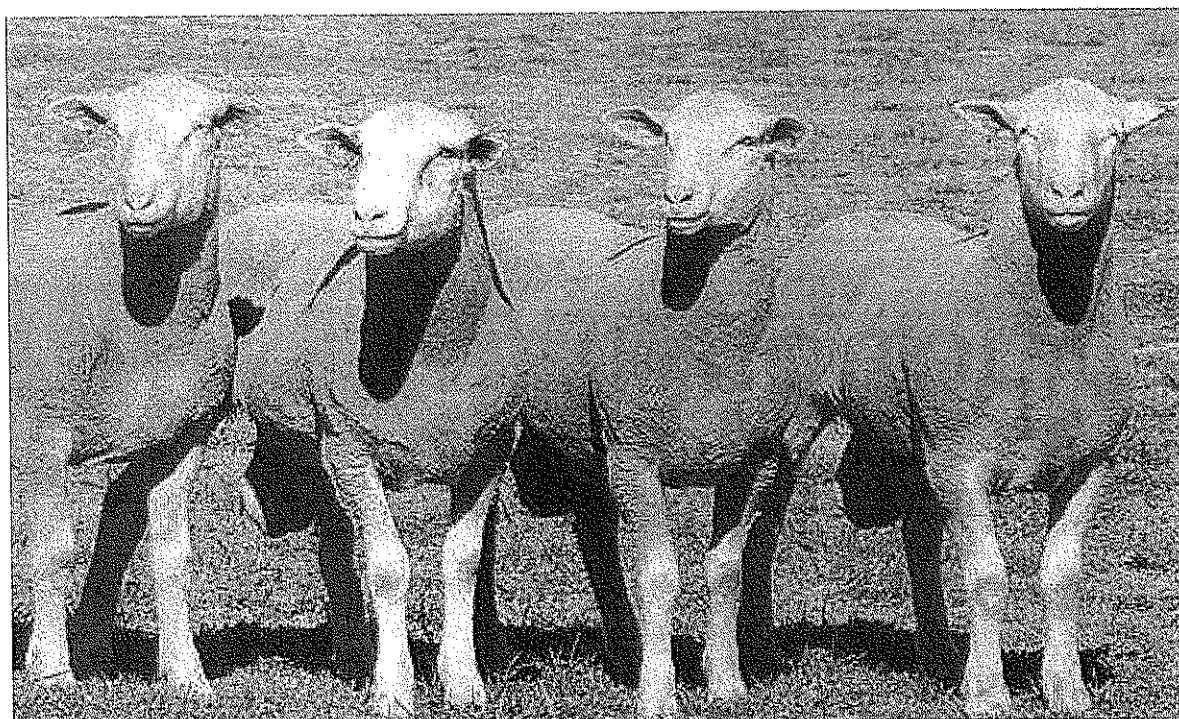
"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners. Entries to the competition close at Friday October 19.T.

For more information contact Kondinin Group on 1800 677 761, or visit the website.

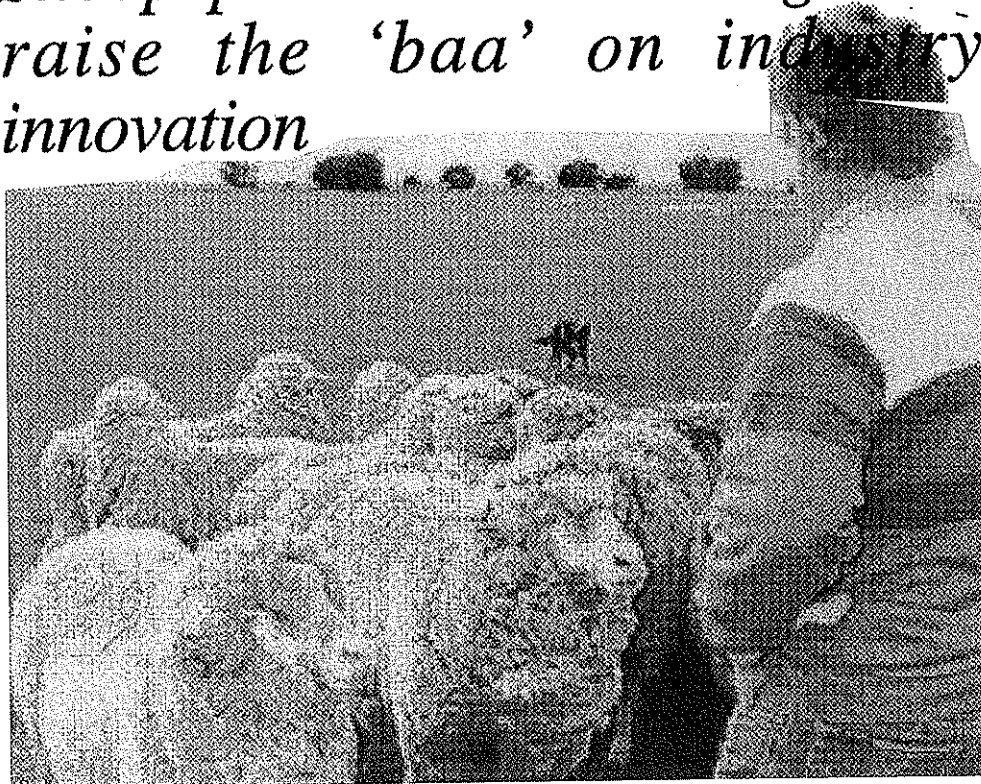


PEN four from the upcoming Boonaroo sale.

Email photo



Sheep producers challenged to raise the 'baa' on industry innovation



The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national *Raising the Baa* competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The competition opened for entry on Monday September 17. To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

The *Raising the Baa* competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.

FOR MORE INFORMATION VISIT
WWW.KONDININ.COM.AU



Sheep industry is Raising the Baa

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy-to-manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

To enter, download an entry form from www.kondinin.com.au and submit it before Friday, October 19.

For more information contact Kondinin Group on 1800 677 761 or visit the website.

Rural Press is a supporter of the Raising the Baa competition.



Challenge to 'raise the baa'

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched last week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

He said innovation was crucial to ensuring a prosperous future for Australia's proud sheep industry.

"The tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems," Dr Ryan said.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

To enter download an entry form from

www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday, October 19, 2007 5pm WST.

For more information contact Kondinin Group on 1800 677 761 or visit the website.



Kondinin Group chief executive officer Dr William Ryan and deputy CEO Richard Price encourage all sheep producers to enter the 'Raising the Baa' competition.



Launceston Examiner
Thursday 4/10/2007
Page: 88
Section: General News
Region: Launceston TAS Circulation: 34,358
Type: Regional
Size: 129.49 sq.cms.
Published: MTWTFS-

Brief: KONDIN(P)

National award to recognise innovation

By PETER SANDERS

TASMANIAN sheep and wool producers are being invited to showcase the innovation applied in their enterprise by entering the national Raising The Baa competition.

The competition is being run jointly by Australian Wool Innovation, Meat and Livestock Australia, Sheep CRC, Grain and Graze and the Kondinin Group and supported by Rural Press.

The competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

It was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be prizes for each state winner as well as for the best overall innovator, who will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national

tour of each winner's enterprise, valued at \$4200.

To enter, producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation, as well as environmental impact and benefits.

Entry forms can be downloaded at www.kondinin.com.au and submitted online or by post.

Entries close on Friday, October 19.

Further information is available from the Kondinin Group on 1800 677 761 or the website.

Kondinin Group chief executive officer Dr William Ryan said that the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration to others.



Yass Tribune
Wednesday 3/10/2007
Page: 11
Section: General News
Region: Yass NSW Circulation: 1,296
Type: Regional
Size: 80.46 sq.cms.
Published: --W-F--

Brief: KONDIN(P)

Are you innovative?

If so, enter the Raising the Baa competition which is seeking sheep and wool producers who display innovative and efficient, easy to manage production systems.

The competition is open to all commercial sheep and wool producers and will recognise and reward innovative producers by promoting their successes to Australia's sheep industry. It was initiated by AWI to identify and encourage innovation in the industry.

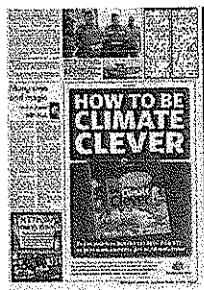
There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise

valued at \$4200.

A Kondinin Group spokesman said that the tight labour market means the future success of the sheep industry will be dependent on growers developing efficient and easily managed production systems.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Entry forms are available from www.kondinin.com.au and entries close on Friday October 19 at 5pm WST. Contact 1800 677 761 or visit the website for more information.



Farmers group raise the baa

THE INDEPENDENT farm improvement organisation Kondinin Group is running a national competition for sheep producers.

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the "Raising the Baa" competition.

Raising the Baa is open to all commercial sheep and wool producers, and was initiated by Australian Wool Innovation as a way of identifying and encouraging innovation within the industry.

Lara Swift from WAFarmers said Raising the Baa would be run over the next three to four months

throughout Australia, aimed at identifying sheep and wool producers with innovative and labour saving devices and practices in their sheep operations.

"There will be winners from each state and a national winner," Ms Swift said.

"State winners will tour Australia visiting their fellow state winners and the national winner will receive a two-week international study tour for two people to a destination of their choice valued at \$10,000."

For more information or for an entry form contact Lara Swift at WAFarmers on 9486 2100 or visit www.kondinin.com.au



Farmers' challenge

By Danielle Whitfield

THE challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition, displaying efficient, easy to manage production systems.

Launched this week by competition partners Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, Sheep CRC and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

Kondinin Group chief executive officer Dr William Ryan says the competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and en-

couraging innovation within the industry.

"There will be a prize for the best overall innovator plus a winner in each State," Dr Ryan says.

"The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

"State winners will participate in a national tour of each winner's enterprise valued at \$4200."

He says the competition is an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

"Innovation is crucial to ensuring a prosperous future for Australia's proud sheep industry," Dr Ryan says.

"The tight labour market means the future success of the sheep industry will be dependent on

growers developing efficient and easily-managed production systems."

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The competition opened for entry on Monday, September 17.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

Entries to the competition close at Friday, October 19, 2007 at 5pm WST.

For more information contact Kondinin Group on 1800 677 761 or visit the website.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise



Kondinin Group chief executive officer Dr William Ryan and deputy CEO Richard Price encourage all innovative sheep producers to enter the 'Raising the Baa' competition for the chance to contribute to the future of Australia's sheep and wool industry and also to win some great prizes.



Riverine Grazier
Wednesday 10/10/2007
Page: 5
Section: General News
Region: Hay NSW Circulation: 2,000
Type: Regional
Size: 66.04 sq.cms.
Published: --W----

Brief: KONDIN(P)

Sheep producers challenged to 'raise the baa

The challenge is out to Australian sheep and wool producers to showcase innovation applied in their enterprise by entering the national Raising the Baa competition.

Instigated by AWI, the competition will reward innovative producers by promoting their successes to Australia's sheep industry. There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

To enter download an entry form from www.kondinin.com.au and submit the form online or by post.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



Border Mail

Saturday 13/10/2007

Page: 62

Section: Country Mail

Region: Albury-Wodonga VIC Circulation: 25,843

Type: Regional

Size: 62.14 sq.cms.

Published: MTWTFS-

Brief: KONDIN(P)

Awards to raise baa

By BREANNA TUCKER

SHEEP and wool producers are about to be rewarded for raising the baa.

Australian Wool Industry's Raising the Bar competition will give rewards worth up to \$10,000 to sheep and wool producers who have created efficient, easy to manage production systems.

Entries will be judged based on details of the production system, its efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will be given the opportunity to promote their enterprise on a national tour, worth \$4200.

The competition is funded and partnered by Australian Wool Industry, Kondinin Group, Meat and Livestock Australia, Sheep CRC and Grain and Graze.

Kondinin Group said the ideas generated would be inspiration for other wool producers.

Entries can be downloaded at kondinin.com.au and must be submitted by Friday, October 19. For more information contact Kondinin on 1800 677 761 or visit kondinin.com.au.



Wellington Times
Wednesday 17/10/2007
Page: 10
Section: General News
Region: Wellington NSW Circulation: 1,705
Type: Regional
Size: 161.71 sq.cms.
Published: M-W-F--

Brief: KONDIN(P)

Producers can win study tour

Cut-out time is fast approaching for sheep and wool producers to tally their entries in the Raising the Baa competition.

Producers have until this Friday to submit their entries for the chance to win a \$10,000 overseas study tour. A national competition, Raising the Baa, is designed to showcase innovation applied by producers displaying efficient, easy-to-manage production systems.

Kondinin Group chief executive officer William Ryan encouraged producers to get behind the competition.

"No innovation is too small or too simple - big results can come from seemingly small ideas," Dr Ryan said. "We are interested in hearing from anybody who has come up with an idea to improve the management, efficiency or productivity of their sheep enterprise."

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to

all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the State winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at 5pm this Friday. For more information contact Kondinin Group on 1800 677 761 or visit the website.



In brief

Electoral roll deadline

Enrollment deadline for new voters closed on October 17; if you are already on the roll but need to update your address details, you must do this by 8pm Tuesday 23 October 2007. See www.aec.gov.au for details

Raising the Baa

Cut out time is fast approaching for sheep and wool producers to tally their entries in the Raising the Baa competition.

Producers have until Friday October 19, to submit their entries for the chance to win a \$10,000 overseas study tour.

A national competition, Raising the Baa, is designed to showcase innovation applied by producers displaying efficient, easy to manage production systems.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.

Burma tragedy

Following the recent upheavals in Burma, led by courageous monks and nuns, Australians will come together for a day of cultural celebration and reflection on the 21st October. Buddhists, Christians, Jews, Muslims, Hindus, Sikhs and people of all faiths and spiritualities will join together in solidarity with the people of Burma. In places of religious worship, people will pray for the people of Burma across the weekend.

In Sydney, Buddhist monks will commence the main event with incantations, followed by a cultural celebration of dance, songs and traditional music.

Leaders of major faiths in Australia will then join together to pray for the people affected by the brutal Burmese regime before leading a procession to Hyde Park where the event will culminate with a symbolic ritual of solidarity for the people of Burma.

All participants are requested to wear RED in solidarity with the monks and nuns who have been killed, injured and interred following their courageous calls for an end to oppression in their country.

For more information visit www.caritas.org.au

Next G covers CDMA

Following extensive testing Telstra today announced it had achieved the milestone of the same or better coverage on the Next G network as on CDMA.

Executive Director Telstra Wireless, Mr Mike Wright, said it took many months of testing and optimisation by Telstra and its strategic partner Ericsson to get to the point where their scientific and engineering reviews showed the Next G network was bigger, better and faster than CDMA on every measure.

This means the Next G network coverage is now available in all areas where there is published CDMA network coverage, as well as in more than 45 locations which previously did not have CDMA coverage.

"The Next G network now covers 25 per cent more territory than the published coverage of the old CDMA network, has nearly 75 per cent more towers, offers speeds up to five times faster, and roams to more than 160 extra countries for voice and SMS," Mr Wright said.



Southern Cross
Thursday 18/10/2007
Page: 6
Section: General News
Region: Junee, NSW Circulation: 875
Type: Regional
Size: 83.42 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Innovative producers sought

SHEEP and wool producers have until Friday October 19 to submit their entries in the Raising the Baa competition.

The national competition is designed to showcase innovation applied by producers displaying efficient, easy-to-manage production systems and the winner will receive a \$10,000 overseas study tour.

Kondinin Group chief executive officer William Ryan encouraged producers to enter the competition.

"No innovation is too small or too simple, big results can come from seemingly small ideas," he said.

"We are interested in hearing from anybody who has come up with an idea to improve the management, efficiency or productivity of their sheep enterprise."

The competition is open to all commercial sheep and wool producers and was initiated as a way of identifying and encouraging innovation within the industry. There will be a prize for the best overall winner, plus a winner from each state.

The national winner will receive a \$10,000 overseas study tour for two.

Entry forms can be downloaded from www.kondinin.com.au. For information, contact Kondinin Group on 1800 677 761 or visit the website.



The Land
Thursday 18/10/2007
Page: 20
Section: General News
Region: NSW Circulation: 52,324
Type: Rural
Size: 90.63 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Can you raise the baa?

SHEEP or wool producers with an innovation to share could win a \$10,000 overseas study tour by entering the national Raising the Baa competition by the new closing date of November 2.

Raising the Baa will showcase innovation applied by producers displaying efficient, easy to manage production systems.

Innovations could be as simple as sheep and yard modification or working dog training and care.

There will be a prize awarded to the best overall innovator plus a winner in each State.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each enterprise, valued at \$4200.

Kondinin Group chief executive officer, William

Ryan, said there was a myriad of ways farmers tailored their operations to improve management efficiency, both in the paddock and the office.

"Examples include improving yard and shed design to maximise handling ease," he said.

To enter, producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

The Raising the Baa competition is funded and partnered by Australian Wool Innovation, Meat and Livestock Australia, CRC for Sheep Industry Innovation, Grain and Graze, Kondinin Group and supported by Rural Press.

■ Download an entry form from www.kondinin.com.au or contact Kondinin Group, (1800) 677 761.



Competition to 'raise the baa'

Cut out time is fast approaching for sheep and wool producers to tally their entries in the Raising the Baa competition.

Producers have until Friday November 2 to submit their entries for the chance to win a \$10,000 overseas study tour.

A national competition, Raising the Baa, is designed to showcase innovation applied by producers displaying efficient, easy to manage production systems.

Kondinin Group chief executive officer William Ryan encouraged producers to get behind the competition.

"No innovation is too small or too simple — big results can come from seemingly small ideas," Dr Ryan said.

Open to all commercial sheep and wool producers, the competition was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State.

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the State winners.

For more information contact Kondinin Group on 1800 677 761 or visit the website.



Queensland Country Life
Thursday 18/10/2007
Page: 13
Section: General News
Region: QLD Circulation: 34,918
Type: Rural
Size: 118.06 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Raising the Baa comp extended

THE deadline for sheep and wool producers to submit their entries in the Raising the Baa competition has been extended until November 2.

A national competition, Raising the Baa will showcase innovation applied by producers displaying efficient, easy-to-manage production systems.

Innovations as simple as sheep yard modification or working dog training and care could be enough to win producers a \$10,000 overseas study tour, Kondinin Group chief executive officer William Ryan said.

"There is a myriad of ways farmers tailor their operations to improve management efficiency – both in the paddock and the office," Dr Ryan said.

"Examples include improving yard and shed design to maximise handling ease, monitoring water and

trough systems via remote monitoring equipment to minimise labour time and water wastage and the direct marketing of wool and meat to meet specific markets," he said.

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State.

The national winner will

receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the State winners.

● For more information contact Kondinin Group on 1800 677 761 or visit the website.



Stock Journal
Thursday 18/10/2007
Page: 9
Section: General News
Region: SA Circulation: 14,014
Type: Rural
Size: 75.99 sq.cms.
Published: ---T---

Brief: KONDIN(P)

InShort

Raise the bar: The deadline for sheep and wool producers to submit their entries in the Raising the Baa competition has been extended until November 2, 2007. A national competition, Raising the Baa, will showcase innovation applied by producers displaying efficient, easy to manage production systems. Offered in conjunction with Kondinin Group, Australian Wool Innovation, Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry. The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry. There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200. To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits. Download an entry form from www.kondinin.com.au and submit the form online or by post. The national winner will be selected from the State winners. The competition is supported by Rural Press. Entries to the competition close at Friday, November 2, 2007 at 5pm WST.

• Details: Dr William Ryan 08 9478 3343 or Sarah Frith 0418 786 811 or 1800 677 761.



Warrnambool Standard

Thursday 18/10/2007

Page: 9

Section: On The Land

Region: Warrnambool VIC Circulation: 13,124

Type: Regional

Size: 38.32 sq.cms.

Published: MTWTFS-

Brief: KONDIN(P)

Raising the Baa

SHEEP and wool producers have been given extra time to submit their great ideas to the Raising the Baa competition.

The deadline for entries has been extended until November 2, 2007.

Raising the Baa is a national competition aiming to showcase innovation applied by

producers displaying efficient, easy to manage production systems.

It is open to all commercial sheep and wool producers.

Entries close at Friday, November 2, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website www.kondinin.com.au



Last days to enter Raising the Baa competition

CUT out time is fast approaching for sheep and wool producers to tally their entries in the Raising the Baa competition.

Producers have until Friday October 19, to submit their entries for the chance to win a \$10,000 overseas study tour. A national competition, Raising the Baa, is designed to showcase innovation applied by producers displaying efficient, easy to manage production systems.

Kondinin Group chief executive officer William Ryan encouraged producers to get behind the competition. "No innovation is too small or too simple - big results can come from seemingly small ideas," Dr Ryan said.

"We are interested in hearing from anybody who has come up with an idea to improve the management, efficiency or productivity of their sheep enterprise."

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was

initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at

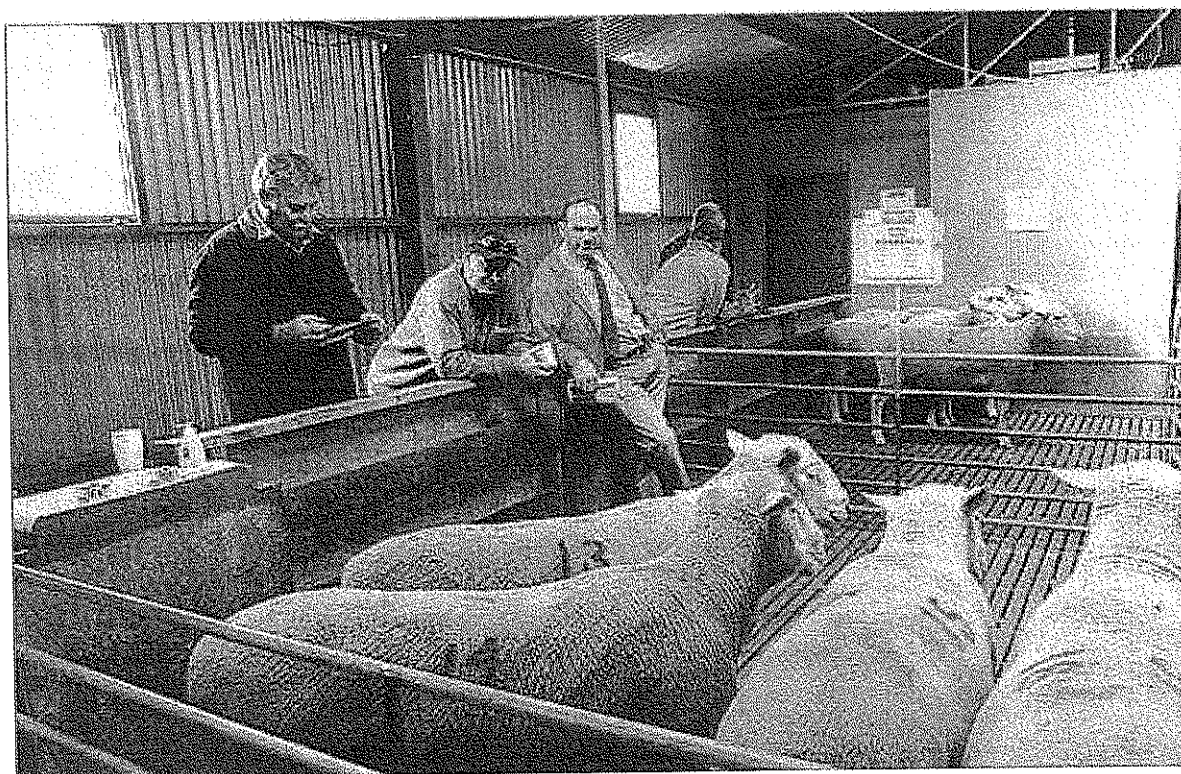
\$4200.

To enter, producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post. The national winner will be selected from the State winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



Buck Collins (left) of Karana Holdings, Raymond O'Connell and Paddy Murphy look at a pen of rams at the annual Boonaroo ram sale.



Farm Weekly
Thursday 18/10/2007
Page: 109
Section: General News
Region: WA Circulation: 13,995
Type: Rural
Size: 68.58 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Baa extension

THE deadline for sheep and wool producers' entries in the Raising the Baa competition has been extended until November 2.

A national competition, Raising the Baa, will showcase innovation applied by producers displaying efficient, easy-to-manage production systems.

Innovations as simple as sheep yard modification or working dog training and care could be enough to win producers a \$10,000 overseas study tour.

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator and a winner in each state. The national winner will get the tour for two to assist in further developing their enterprise.

Entry forms can be found and submitted at www.kondinin.com.au.

Entries close on Friday, November 2 at 5pm.



Last days for producers to enter *Raising The Bar* competition

Cut out time is fast approaching for sheep and wool producers to tally their entries in the *Raising the Baa* competition.

Producers have until Friday October 19, to submit their entries for the chance to win a \$10,000 overseas study tour.

A national competition, *Raising the Baa*, is designed to showcase innovation applied by producers displaying efficient, easy to manage production systems.

Kondinin Group chief executive officer William Ryan encouraged producers to get behind the competition.

"No innovation is too small or too simple — big results can come from seemingly small ideas," Dr Ryan said.

"We are interested in hearing from anybody who has come up with an idea to improve the management, efficiency or productivity of their sheep enterprise."

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition, which is open to all

commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the State winners.

The *Raising the Baa* competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday October 19, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



Countryman
Thursday 25/10/2007
Page: 67
Section: General News
Region: WA Circulation: 9,070
Type: Rural
Size: 63.02 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Raising the baa ...

Rebecca Rawlings

The deadline for sheep and wool producers to submit their entries in the Raising the Baa competition has been extended until November 2.

A national competition, Raising the Baa will showcase innovation applied by producers displaying efficient, easy-to-manage production systems.

Innovations as simple as sheep-yard modification or working dog training and care could be enough to win producers a \$10,000 overseas

study tour, Kondinin Group chief executive officer, William Ryan said.

"There are a myriad ways farmers tailor their operations to improve management efficiency, both in the paddock and the office," Dr Ryan said.

"Examples include improving yard and shed design to maximise handling ease, monitoring water and trough systems via remote monitoring equipment to minimise labour time and water wastage, and the direct marketing of wool and meat to meet specific markets," Dr Ryan said.



West Coast Sentinel

Thursday 25/10/2007

Page: 14

Section: General News

Region: Ceduna SA Circulation: 2,950

Type: Regional

Size: 49.45 sq.cms.

Published: ---T---

Brief: KONDIN(P)

Raising the Baa deadline extended

The deadline for sheep and wool producers to submit their entries in the Raising the Baa competition has been extended until November 2.

A national competition, Raising the Baa, will showcase innovation applied by producers displaying efficient, easy to manage production systems.

Innovations as simple as sheep yard modification or working dog training and care could be enough to win producers a \$10,000 overseas study tour, Kondinin Group chief executive officer, William Ryan said. "There is a myriad of ways farmers tailor their operations to improve management efficiency - both in the paddock and the office."

Download entry forms at www.kondinin.com.au and submit online or by post. The national winner will be selected from the state winners.



Cobram Courier
Wednesday 31/10/2007
Page: 12
Section: General News
Region: Cobram VIC Circulation: 3,218
Type: Regional
Size: 168.02 sq.cms.
Published: --W----

Brief: KONDIN(P)

Farmers raising the 'baa'

Australia's sheep and wool industry is in for exciting times if today's crop of producers has anything to do with it.

The Raising the Baa competition, aimed at rewarding innovative producers and promoting the success of the Australian sheep industry, has uncovered more than a swag full of forward thinking, dedicated sheep farmers who are now in the running to win a \$10 000 overseas study tour.

From outback Queensland to the Western Australian wheatbelt; from fine wool to prime lamb production, there is innovation in practice across the industry.

Sporting new ideas on topics such as yard

design, pasture management and marketing, the entries show a dedication to driving Australia's sheep and wool industry into the future.

Producers have until Friday, November 2 to submit their entries in the competition.

Kondinin Group chief executive officer William Ryan said the success of Australia's 200-year sheep industry had hinged on the entrepreneurship, lateral thinking and common sense of farmers.

"Australia's farming environment can be harsh to say the least, put together with trying commodity prices and restrictive trade regulations, farmers have had to be

innovative to survive," Dr Ryan said.

"The Raising the Baa competition is about recognising that innovative spirit and acknowledging that new ideas are the key to a prosperous future for the nation's sheep industry."

The Raising the Baa competition is offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10 000 overseas study tour for two to assist in further

developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

For more information phone the Kondinin Group on 1800 677 761 or visit the website.



Raising the Baa deadline extended

THE deadline for sheep and wool producers to submit their entries in the, Raising the Baa, competition has been extended until November 2, 2007.

The national competition will showcase innovation applied by producers displaying efficient, easy to manage production systems.

Innovations as simple as sheep yard modification or working dog training and care could be enough to win producers a \$10,000 overseas study tour, Kondinin Group chief executive officer, William Ryan said.

"There is a myriad of ways farmers tailor their operations to improve management efficiency – both in the paddock and the office," Dr Ryan said.

"Examples include — improving yard and shed design to maximise handling ease, monitoring water and trough systems via remote monitoring equipment to minimise labour time and water wastage and the direct marketing of wool and meat to meet specific markets."

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Australia's

sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each state. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.kondinin.com.au and submit the form online or by post.

The national winner will be selected from the state winners.

Entries to the competition close at Friday November 2, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



Innovation deadline

The deadline for sheep and wool producers to submit their entries in the Raising the Baa competition has been extended until November 2, 2007.

A national competition, Raising the Baa, will showcase innovation applied by producers displaying efficient, easy to manage production systems.

Innovations as simple as sheep yard modification or working dog training and care could be enough to win producers a \$10,000 overseas study tour, Kondinin Group chief executive officer, William Ryan said.

"There is a myriad of ways farmers tailor their operations to improve

management efficiency – both in the paddock and the office," Dr Ryan said.

"Examples include — improving yard and shed design to maximise handling ease, monitoring water and trough systems via remote monitoring equipment to minimise labour time and water wastage and the direct marketing of wool and meat to meet specific markets," Dr Ryan said.

Offered in conjunction with Kondinin Group, Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, the competition will recognise and reward innovative producers by promoting their successes to Aus-

tralia's sheep industry.

The competition, which is open to all commercial sheep and wool producers, was initiated by AWI as a way of identifying and encouraging innovation within the industry.

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise

development and innovation as well as environmental impact and benefits.

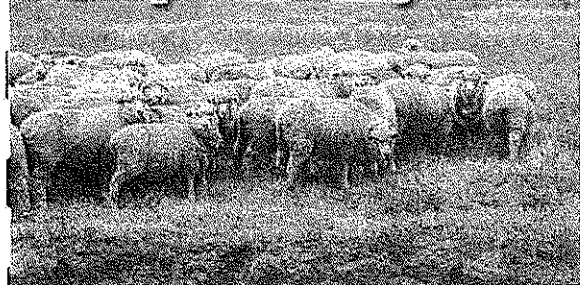
Download an entry form from www.kondinin.com.au and submit the form online or by post. The national winner will be selected from the State winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday November 2, 2007 5pm WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



Sheep Industry's future rides on the back of innovation



Australia's sheep and wool industry is in for exciting times if today's crop of producers has anything to do with it.

The Raising the Baa competition, aimed at rewarding innovative producers and promoting the success of the Australian sheep industry, has uncovered more than a swag full of forward thinking, dedicated sheep farmers who are now in the running to win a \$10,000 overseas study tour.

Sporting new ideas on topics such as yard design, pasture management and marketing the entries, show a dedication to driving Australia's sheep and wool industry into the future.

Producers have until Friday, November 2, 2007 to submit their entries in the competition.

There will be a prize for the best overall innovator plus a winner in each State. The national

winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise. State winners will participate in a national tour of each winner's enterprise valued at \$4,200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management,

enterprise development and innovation as well as environmental impact and benefits.

Download an entry form from www.raisingthebaa.com.au and submit the form online or by post. The national winner will be selected from the State winners.

The Raising the Baa competition is funded and partnered by AWI, MLA, Sheep CRC, Grain and Graze, Kondinin Group and supported by Rural Press.

Entries to the competition close at Friday November 2, 2007 5 p.m. WST. For more information contact Kondinin Group on 1800 677 761 or visit the website.



Pay off for smart ideas

MURRAY COLEMAN

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Sporting new ideas on topics such as yard design, pasture management and marketing the entries show a dedication to driving Australia's sheep and wool industry into the future.

From Queensland to the Western Australian wheat belt, from fine wool to prime lamb production there is innovation in practice across the industry.

The Raising the Baa competition is supported by Kondinin Group, Australian Wool Innovation (AWI), Meat and Livestock Australia, CRC for Sheep

Industry Innovation and Grain and Graze.

Kondinin Group chief executive William Ryan said the success of Australia's 200-year sheep industry had hinged on farmers' entrepreneurship, lateral thinking and common sense.

"Australia's farming environment can be harsh to say the least, put together with trying commodity prices and restrictive trade regulations, farmers have had to be innovative to survive," Dr Ryan said.

"The Raising the Baa competition is about recognising that innovative spirit and acknowledging that new ideas are the key to a prosperous future for the nation's sheep industry."

There will be a prize for the best overall innovator plus a winner in each State. The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise.

State winners will participate in a national tour of each winner's enterprise valued at \$4200.



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Sporting new ideas on topics such as yard design, pasture management and marketing the entries show a dedication to driving Australia's sheep and wool industry into the future.

Producers have until Friday, November 2, 2007 to submit their entries in the competition.

Kondinin Group chief executive officer William Ryan said the success of Australia's 200-year sheep industry had hinged on the entrepreneurism, lateral thinking and common sense of farmers.

"Australia's farming environment can be harsh to say the least, put together with trying commodity prices and restrictive trade regulations, farmers have had to be innovative to survive," Dr Ryan said.

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Western Sun
Wednesday 31/10/2007
Page: 12
Section: General News
Region: Cunnamulla QLD Circulation: 2,200
Type: Regional
Size: 64.83 sq.cms.
Published: --W----

Brief: KONDIN(P)

Sheep industry's future rides on the back of innovation

Australia's sheep and wool industry is in for exciting times if today's crop of producers has anything to do with it. The *Raising the Baa* competition, aimed at rewarding innovative producers and promoting the success of the Australian sheep industry, has uncovered more than a swag full of forward thinking, dedicated sheep farmers who are now in the running to win a \$10,000 overseas study tour.

From outback Queensland to the Western Australian wheatbelt; from fine wool to prime lamb production there is innovation in practice across the industry.

Sporting new ideas on topics such as yard design, pasture management and marketing the entries show a dedication to driving Australia's sheep and wool industry into the future.

Producers have until Friday, November 2, 2007 to submit their entries in the competition.

Kondinin Group chief executive officer William Ryan said the success of Australia's 200-year sheep industry had hinged on the entrepreneurism, lateral thinking and common sense of farmers.



Portland Observer

Friday 2/11/2007

Page: 12

Section: General News

Region: Portland VIC Circulation: 3,726

Type: Regional

Size: 99.47 sq.cms.

Published: M-W-F--

Brief: KONDIN(P)

Novel sheep ideas sought for industry

ENTREPRENEURS in the sheep and wool industry have until 7pm tonight to submit their innovative ideas on practices across the industry.

The Raising the Baa competition is organised by the Kondinin Group, Australian Wool Innovation, Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze.

Kondinin chief executive officer William Ryan said sporting new ideas on topics such as yard design, pasture management, and marketing the entries showed a dedication to driving the nation's sheep and wool industry into the future.

Dr Ryan said the success of the nation's 200 year sheep industry had hinged on the entrepreneurship, lateral thinking and common sense of farmers.

"Australia's farming environment can be harsh to say the least, put together with

trying commodity prices and restrictive trade regulations, farmers have had to be innovative to survive," he said.

"The Raising the Baa competition is about recognising that innovative spirit and acknowledging that new ideas are the key to a prosperous future for the nation's sheep industry."

The national winner will receive a \$10,000 overseas study tour for two to assist in further developing their enterprise, while state winners will participate in a national tour of each winners enterprise valued at \$4200.

To enter producers are required to address key judging criteria including details of their production systems and efficiency, ease of management, enterprise development and innovation as well as environmental impact and benefits.

Entry forms can be downloaded and submitted from www.kondinin.com.au.



Feedlot expansion a clear winner

BY CATHERINE MILLER

AS THE owner of a new lamb feedlot at Keith, Midge Jones is one step closer to his dream of running 20,000 sheep.

"I have always wanted to run 20,000 sheep but couldn't afford 4,000-8,000 hectares," he said.

In September last year Midge and his wife Tania bought the 142ha property about 10 kilometres west of Keith, and in less than three months turned it into an operational feedlot licensed for 12,000 head.

Tamidgee, the largest feedlot in the Upper South East, is ideally situated in a reliable graingrowing area, the lucerne capital of Australia, a large lamb production area and home to the State's two heavyweight processors Tatiara Meat Company at Bordertown and T&R Pastoral at Murray Bridge.

Another advantage is the scrub windbreak at the back of the 3.5ha feedlot.

Before making the decision to build the feedlot, Midge approached TMC for its support to use his custom-feed business, and later in the season T&R Pastoral was a strong supporter of the facility to finish lambs it bought through the State's markets or privately.

Between early January and mid-July 20,000 lambs were custom-fed for the two companies.

In six-eight weeks, lambs 35-38 kilograms at entry became 60kg export weights with target gains of 300-350 grams a day.

It has been a considerable capital investment for the Jones', particularly ensuring a time-efficient, low-labour input setup, but Midge says the feedlot should have a 20-year-plus lifespan.

While the feedlot is now empty because of high grain prices, Midge hopes to custom-feed lambs this season for producers after stubble runs out.

"We buy big volumes of grain and sell big volumes of lambs - instead of buying-in a truckload of grain and selling a few lambs,

we can build a strong alliance with buyers and those selling supplies," he said.

Now he has served his feedlotting apprenticeship with Merino and prime lambs last year, he has had plenty of inquiry for the 10 cent a lamb a day service.

The only stumbling block is to find cheap grain to bring down the feeding cost, which now sits at about \$4.50/week.

About three weeks ago he also started the hunt for some of his own lambs to feed, but based on export lamb prices he needs to pick-up store lambs for under \$40.

"If you pay \$50 for a store lamb, it costs \$35 to feed them so you need a \$100 lamb at Christmas," he said.

Midge says the major processors also need to entice growers to feed lambs to export weights in the new year, with profitable forward contracts.

Tamidgee feedlot, designed by Primary Industries & Resources South Australia's Trevor Clarke has been professionally fitted with laneways from the shearing shed and between induction and feedlot pens, and a ramp capable of unloading a B-double in half-an-hour.

"I have always had sheepshit on the brain - I used to finish my schoolwork and sit there and design sheepyards," Midge said.

The feedlot has 40 pens, each designed to hold about 400 head, and 10 induction pens where new lambs spend their first four-seven days.

Clay rubble was laid at a 10-centimetre thickness to protect the shallow water table from contamination, and each of the pens is built on a 1.2-metre west-east slope and 20cm north-south drainage.

Each of the half-moon feed troughs is made from recycled plastic and takes only half-an-hour to fill.

Downtube sensors dangling above the troughs notify the computer system - modelled on

a piggery system - to shut-off the feed supply.

A 15cm submersible pump from the irrigation bore pushes water to four tanks with 50mm pipes then delivering the water to the troughs which have been fitted with slide valves.

At induction, lambs are shorn or crutched if necessary and given a full health program including drench, vitamin A, D, E and B12 injections and three-in-one vaccine.

Transit electrolytes are also put in the water troughs, and the barley straw Midge bought at \$70 a tonne last year is invaluable for the new arrivals to adapt to the feedlot environment.

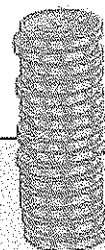
The feedlot has silo capacity for 700t of grain but during the inaugural year had truckloads of a custom-made pellet from Compass Farm Feeds, delivered each week to mix with grain because of time constraints.

In its busiest week Tamidgee used 150t of grain.

And it appears Midge, the ambitious, hardworking individual, is far from finished with his long-term plan to increase the capacity of the sheep feedlot and build a cattle feedlot. The qualified wool-classer and commission wool buyer for AR Rhodes & Co has also been shortlisted for the Kondinin Farming Group's Raising the Bar Competition.

Pointers to profit

- **KEEP** groups of lambs from one property together
- **FEED** plenty of straw ad lib during induction
- **USE** automated feeding system to cut labour costs
- **FORM** alliances with lamb processors





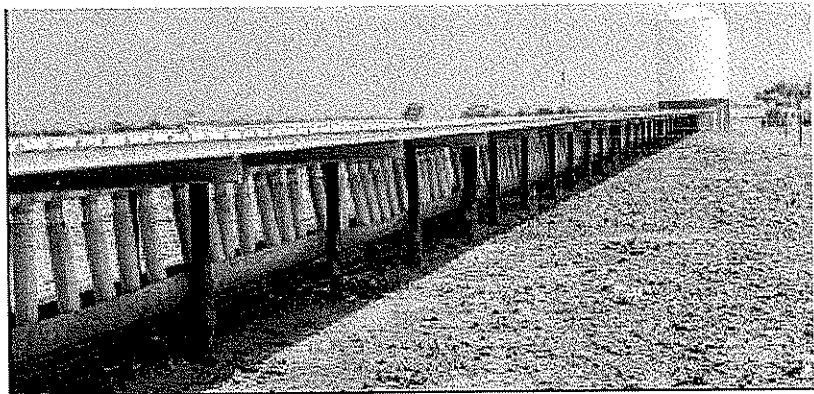
Stock Journal
Thursday 29/11/2007
Page: 35
Section: General News
Region: SA Circulation: 14,014
Type: Rural
Size: 572.09 sq.cms.
Published: ---T---

Brief: KONDIN(P)
Page 2 of 2



Lamb – ram marketing alliance

MIDGE Jones (pictured) hopes the feedlot venture will enable him to offer his Poll Dorset stud clients an alliance, buying back their lambs. Midgee's Poll Dorset stud was established about 12 years ago and has built up a good local clientele selling yearling rams. "Our aim is to sell 12-month rams so they last longer instead of at 16-18 months, with clean points and good length," he said. Unfortunately, in 2005 the Jones' were victims of stock theft from their former property and they are still rebuilding their flock and clientele.



LABOUR EFFICIENT: The feedlot was designed to minimise labour input with a fully-automated feeding system similar to those used in piggeries. Each trough can be filled in half an hour.



Farm Weekly
Thursday 13/12/2007
Page: 15
Section: Supplements
Region: WA Circulation: 13,995
Type: Rural
Size: 111.99 sq.cms.
Published: ---T---

Brief: KONDIN(P)

Innovation, inspiration rewarded

ONE of six innovative sheep and wool producers will next week be crowned the \$10,000 national winner of the Raising the Baa competition.

The six were this week named State winners of the competition launched last September by the Kondinin Group, Australian Wool Innovation Ltd (AWI), Meat and Livestock Australia, the CRC for Sheep Industry Innovation and Grain and Graze to recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition (also supported by Rural Press Ltd) was open to all commercial sheep and wool producers and was initiated by AWI as a way of identifying and

encouraging innovation.

The national winner will receive a \$10,000 overseas study tour for two to help further develop their enterprise.

The State winners – Brad Wooldridge, Wagin, WA; Lynton Arney, Strathalbyn, SA; Andrew Duffy, Melville Forest, Victoria; Chris Headlam, Woodbury, Tasmania; Henry White, Coolah, NSW; and Pat Hegarty, Longreach, Queensland – will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan, said the competition was an opportunity for producers to reflect on the success generated by their

ideas and innovations and to provide inspiration for other producers.

"The tight labour market means the future success of the sheep industry will depend on growers developing efficient and easily managed production systems," he said.

Members of the judging panel were Richard Price, deputy CEO of the Kondinin Group; David Heinjus, managing director of SA's Rural Directions Pty Ltd; Roger House, a WA farmer and partner in a NZ-based sheep business; Nigel McGuckian, a management consultant with RMCG in Bendigo, Victoria; and Stuart Mitchell, a sheep producer from Bollon, south west Qld.



The Land
Thursday 13/12/2007
Page: 29
Section: General News
Region: NSW Circulation: 52,324
Type: Rural
Size: 117.22 sq.cms.
Published: ---T---

Brief: KONDIN(P)

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Queensland Country Life
Thursday 13/12/2007
Page: 89
Section: General News
Region: QLD Circulation: 34,918
Type: Rural
Size: 110.35 sq.cms.
Published: ---T---

Brief: KONDIN(P)

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Stock & Land
Thursday 13/12/2007
Page: 13
Section: General News
Region: VIC Circulation: 10,140
Type: Rural
Size: 110.82 sq.cms.
Published: ---T---

Brief: KONDIN(P)

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To view this Broadcast NewsAlert online, please [click here](#).



Broadcast NewsAlert

Debbie Boxall - Kondinin Group Limited

▶ **ABC Northern Tasmania (Launceston)**
Tasmanian Country Hour - 18/12/2007 - 12:46 PM
Sally Dakis
Station Ph: 03 6323 1011

Demographics

Demographics are not available as the media outlet has not commissioned audience research into this timeslot.

Chris Headlam, Woolgrower, Woodbury won the Raising the Baa competition organised by Australian Wool Innovation [AWI], Meat and Livestock Australia [MLA], Sheep CRC, Grain & Graze and the Kondinin Group. Headlam discusses putting sheep into drought lotting suggesting establishing own drought lot following concerns there was insufficient space in alternative drought lots. Headlam suggests the sheep enterprise should come out of the drought better off. Headlam suggests pastures appear more important than sheep.

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Place an Order

Interviewees: Chris Headlam, Woolgrower, Woodbury
Mentions: MLA; Sheep CRC; Grain & Graze; Kondinin Group; Raising the Baa; AWI
Duration: 4:55
Summary ID: 600029051379

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Demographics are supplied by OzTam, AGB Nielsen Media Research, Nielsen Media Research and Research International NZ. (*) indicates unknown spelling or phonetic spelling.



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08 9228 5800

Adelaide
08 6132 4800



Victorian raises the baa



☐ Raising the Baa competition national winner Andrew Dufty, Victoria, and his son Tom.

By MARIUS CUMING

AFTER battling through a high quality national field, western Victoria woolgrower Andrew Dufty clearly raised the baa the highest - winning the national competition recently.

"He has shown what is possible, his overall operation was faultless," judge Stuart Mitchell said.

The Raising the Baa competition is funded by Australian Wool Innovation, Meat and Livestock Australia and the CRC for Sheep Industry Innovation.

The Kondinin Group facilitated the competition.

Mr Dufty manages 18,000 dry sheep while working up to three days a week off-farm.

His working week is made possible by an extremely efficient use of labour, appropriate infrastructure such as high quality laneways, easy flow yards and low-tech water delivery.

The infrastructure and Mr Dufty's management expertise impressed Mr Mitchell and the other judges David Heinjus and Nigel McGuckian.

Their comments included, "excellent logical and solid

planning and implementation is followed by a written business plan of clearly defined goals and milestones". Mr Dufty works sourcing land for a blue gum company.

He will travel around Australia to visit the other state winners and go to Europe and study how environmental management is influencing agriculture.

"We've had a few exchange students here over the years and we hope to see their farms," he said.

In Denmark he will see a cropping operation that deals with strict constraints on nitrogen usage at certain times of the year because of global warming.

He will also visit sheep properties in the UK that must reduce carrying capacity in summer to achieve an environmental bonus.

Mr Dufty aims to become a carbon neutral producer and will use the European Union environmental agriculture model to identify a path for Australia's farming future.

"It was a great surprise and an honour to win and I look forward to meeting the other state winners," he said.



Raising the Baa higher

Woolgrower's 'faultless' plan sets standard

By MARIUS CUMING

IN A high quality national field, western Victorian woolgrower, Andrew Dufty, clearly raised the baa the highest.

His field on "Melville Forest", at Melville Forest, north-west of Hamilton, won him the national winner of the Raising the Baa competition, funded by Australian Wool Innovation, Meat and Livestock Australia, and the Co-operative Research Centre for Sheep Industry Innovation.

"He has shown what is possible. His overall operation was faultless," judge Stuart Mitchell said.

The Kondinin Group facilitated the competition.

Mr Dufty manages 18,000 dry sheep equivalents while working as many as three days a week off-farm.

This is possible through extremely efficient use of labour, appropriate infrastructure, such as high quality laneways and

easy-flow yards, and low-tech water delivery systems.

Not only having the physical systems in place, but the expertise to manage it all, impressed Mr Mitchell, a woolgrower from Bollon, Queensland, and fellow judges, David Heinjus, Pareta Farms, Freeling, South Australia, and Nigel McGuckian, Bendigo, Victoria.

Their comments included: "Logical and solid planning and implementation is followed by a written business plan of clearly defined goals and milestones."

These are more than just motherhood statements, they are Mr Dufty's life, as he works up to three days a week off-farm, sourcing land for a blue gum company.

Now he will not only travel around Australia to visit the other State winners, but will also go overseas.

Mr Dufty hopes to head to

Europe and see how environmental management is influencing agriculture in other countries.

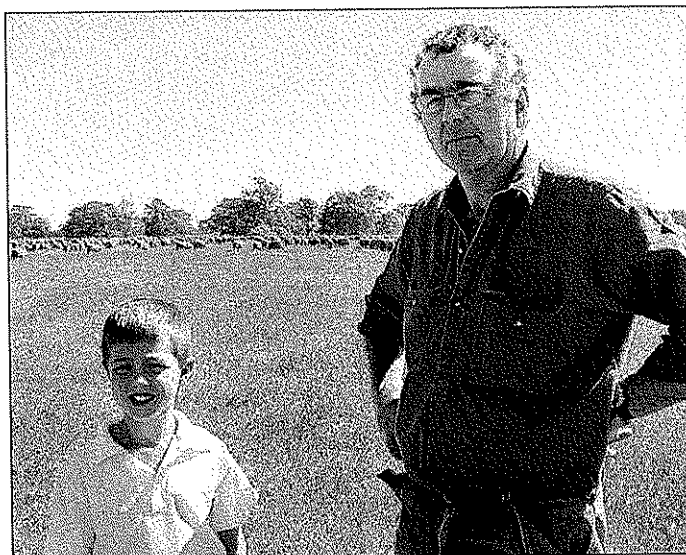
"We've had a few exchange students here over the years and we hope to see their farms," he said.

In Denmark he will visit a cropping operation that deals with strict constraints on nitrogen usage at certain times of the year because of global warming.

And in the UK he will be visiting a couple of sheep properties that must reduce stocking rates in summer to achieve an "environmental bonus".

Mr Dufty aims to become a carbon neutral producer, and with the European Union more advanced in this area, he hopes to see a glimpse of what the future may bring in Australia.

"It was a great surprise and an honour to win, and I look forward to meeting the other State winners," he said.



National winner of the Raising the Baa competition, Andrew Dufty, "Melville Forest", Melville Forest, north-west of Hamilton, Victoria, and his son, Tom.



Dufty truly raises the baa



By **MARIUS CUMING**

0417 569 010

THROUGH a high-quality national field, western Victorian woolgrower Andrew Dufty clearly raised the baa the highest.

"He has shown what is possible – his overall operation was faultless," judge Stuart Mitchell said.

Australian Wool Innovation, Meat and Livestock Australia and the Cooperative Research Centre for Sheep Industry Innovation funded the Raising the Baa competition. The Kondinin Group facilitated the competition.

Mr Dufty, the national winner, manages 18,000 dry sheep equivalents while working up to three days a week off farm.

This is possible through efficient use of labour, appropriate infrastructure such as high-quality laneways and easy-flow

yards together with low-tech water-delivery systems. Not only having the physical systems in place but the expertise to manage it all well impressed Mr Mitchell and fellow judges David Heinjus and Nigel McGuckian.

Their comments included: "Excellent logical and solid planning and implementation is followed by a written business plan of clearly defined goals and milestones."

These are more than just motherhood statements – they are Mr Dufty's life as he works off farm, sourcing land for a blue gum company.

He will now not only head around Australia to visit the other State winners but overseas. Mr Dufty hopes to visit Europe to see how environmental man-

agement is influencing agriculture.

"We've had a few exchange students here over the years and we hope to see their farms," he said. In Denmark, he will visit a cropping operation that deals with strict constraints on nitrogen usage at certain times because of global warming.

In the UK he will visit several sheep properties that must reduce carrying in summer to achieve an "environmental bonus."

He aims to become a carbon neutral producer and, with the European Union so much more advanced in this area, he hopes to see a glimpse of what the future may bring in Australia.

"It was a great surprise and an honor to win and I look forward to meeting the other state winners," he said.

Below: Raising the Baa competition national winner Andrew Dufty, Melville Forrest, Victoria, and son Tom.





Dufty sets sheep benchmark

By **MARIUS CUMING**

WESTERN District woolgrower Andrew Dufty has raised the bar the highest in the hunt for Australia's most innovative sheep producer.

Mr Dufty beat five other state finalists for the national title in the Raising the Baa competition run by the Kondinin Group and funded by Australian Wool Innovation, Meat and Livestock Australia, the Co-operative Research Centre (CRC) for Sheep Industry Innovation and Grain and Graze.

Mr Dufty manages 18,000 dry sheep equivalents on his Hamilton district operation while working up to three days a week off-farm.

It's a task that's been made possible through extremely efficient use of labour, appropriate infrastructure such as high quality laneways and easy flow yards together with low-tech water delivery systems.

Judge and Queensland producer Stuart Mitchell said Mr Dufty had shown what was possible.

"His overall operation was faultless," Mr

Mitchell said.

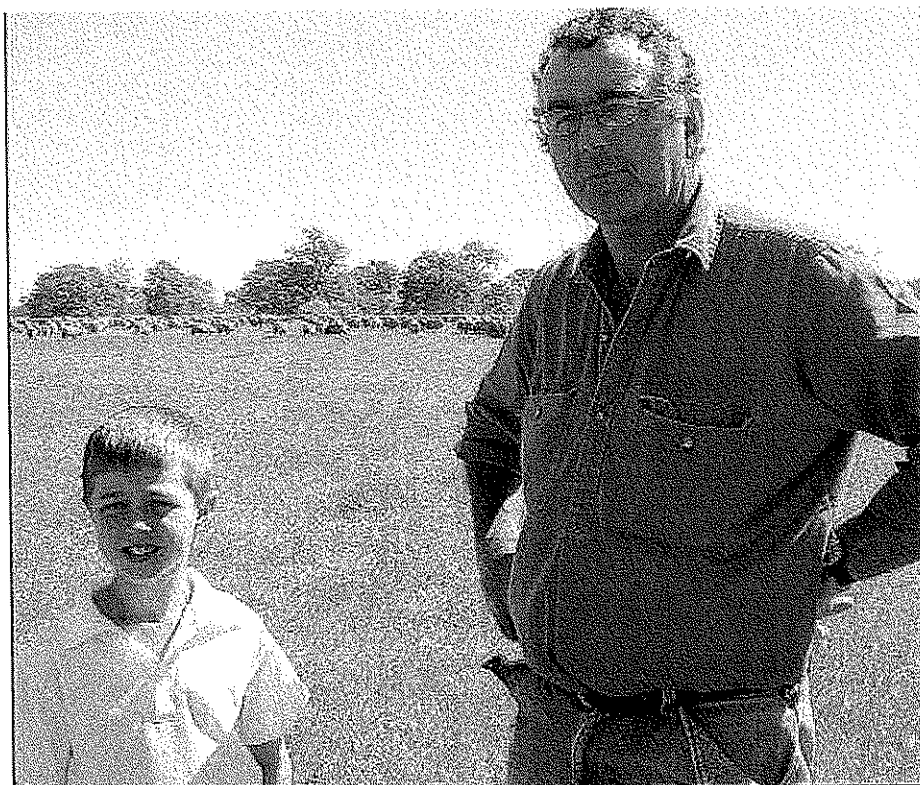
He and fellow judges David Heinjus, managing director of South Australia's Rural Directions Pty Ltd and Nigel McGuckian, a management consultant with RMCg at Bendigo, made special note of Mr Dufty's "logical and solid planning and implementation" backed up by a written business plan of clearly defined goals and milestones.

Mr Dufty will use his prize of a \$10,000 overseas study tour to head to Europe and see how environmental management is influencing agriculture there.

His planned stops include a cropping operation in Denmark that deals with strict constraints on nitrogen usage at certain times of the year because of global warming and several sheep properties in the United Kingdom that must reduce stocking in summer to achieve an "environmental bonus".

His aim is to become a carbon-neutral producer and with the European Union so much more advanced in this area, he hopes to see a glimpse of what the future may bring in Australia.

"It was a great surprise and an honour to win," he said.



■ National winner of the Raising the Baa competition, Andrew Dufty, Melville Forrest, Hamilton, pictured with his son Tom, has set his sights on becoming a carbon-neutral sheep producer.



Dufty truly raises the baa for sheep

BY MARIUS CUMING

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"He has shown what is possible, his overall operation was faultless," judge Stuart Mitchell said.

The Raising the Baa competition was funded by Australian Wool Innovation, Meat and Livestock Australia and the CRC for Sheep Industry Innovation.

The Kondinin Group facilitated the competition.

Mr Dufty, the national winner, manages 18,000 dry sheep equivalents while working up to three days a week off-farm.

This is possible through extremely efficient use of labour, appropriate infrastructure such as high quality laneways and easy flow yards together with low-tech water delivery systems.

Having the physical systems

Key points

- Vic woolgrower wins industry award
- Runs 18,000 sheep equivalents
- Works three days off-farm

in place and also the expertise to manage it all well impressed Mr Mitchell and fellow judges David Heinjus and Nigel McGuckian.

Their comments included; "excellent logical and solid planning and implementation is followed by a written business plan of clearly defined goals and milestones".

These are more than just motherhood statements, they are Mr Dufty's life as he works up to three days a week off-farm, sourcing land for a blue gum company.

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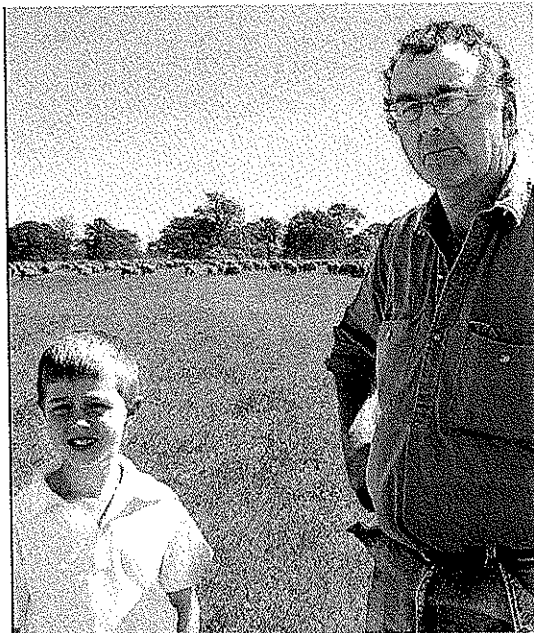
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BAA RAISED: National winner of the Raising the Baa competition, Andrew Dufty, Melville Forrest, Victoria and his son Tom.



Southern Argus
Thursday 20/12/2007
Page: 14
Section: General News
Region: Strathalbyn SA Circulation: 2,169
Type: Regional
Size: 140.96 sq.cms.
Published: ---T---

Brief: KONDIN(P)

State 'Raising the Baa' competition winners

After thousands of kilometres of outback travel and much deliberation, the judges today announced the State winners in the national Raising the Baa competition.

Designed to showcase innovation employed by Australian sheep and wool producers, the Raising the Baa competition attracted entries from Longreach, Queensland to Wagin, Western Australia.

The six State winners will enjoy an interstate tour taking in each winner's property and farming system.

The State winners are: Western Australia — Brad Wooldridge, Wagin; for his impressive strategic and labour management plan for the growth and expansion of the business.

South Australia — Lynton Arney, Strathalbyn; for his application of breeding and genetics theory as well as an innovative marketing plan for his rams.

Victoria — Andrew Dufty, Melville Forest; for his logical and solid planning and implementation strategies, and the appropriate use of infrastructure on-property.

Tasmania — Chris Headlam, Woodbury; for his excellent business direction and clear business goals.

New South Wales — Henry White, Coolah; for his well thought out risk management, clear goals and well-balanced team.

Queensland — Pat Hegarty, Longreach; for encouraging his children to remain in the industry and establishing an exceptional overall strategic and operational plan.

From the above a national winner will be announced next week. The National prize is an international study tour to the value of \$10,000.

The judges, a combination of producers and industry leaders, spent two weeks visiting entrants' properties.

Queensland woolgrower, Stuart Mitchell oversaw the judging and was impressed with the ideas and processes implemented by all entrants.

"It was a motivating experience to see how these farmers were improving the productivity and ease of management of their sheep enterprises by implementing some ingenious ideas," Mr Mitchell said.

"Each entrant demonstrated an original innovation that had been of benefit to their business."

The Raising the Baa competition is funded and partnered by Australian Wool Innovation, Meat and Livestock Australia, CRC for Sheep Industry Innovation, Grain & Graze, Kondinin Group and supported by Rural Press. Information on winners can be obtained from www.wool.com.au



Wagin Argus

Thursday 20/12/2007

Page: 2

Section: General News

Region: Wagin WA Circulation: 831

Type: Regional

Size: 66.33 sq.cms.

Published: --W----

Brief: KONDIN(P)

Personal Pays

Condolences are extended to the family of Petar Markovic, an old time resident of Wagin, who passed away on December 11 at age 89.

■■■

Congratulations to Brad Wooldridge for being the state winner of the Kondinin Group's Raising the Baa competition for his impressive strategies and labour management plan for the growth and expansion of his business. The national winner in the competition will be announced this week.

■■■

This is the last issue of the Wagin Argus for 2007. Our office will be closed from 5pm this Friday and open on Friday, January 11. Our first issue for 2008 will be on January 17. The staff of the Argus wish all our readers a safe and happy Christmas and New Year.

■■■

Don't forget the Wagin Street Carnival on Friday evening from 6pm onwards. There will be loads of entertainment for the whole family and Santa will pay children a visit.



Andrew raises the 'baa' to top level in national competition

MELVILLE Forest woolgrower. Andrew Dufty, has won the inaugural national Raising the Baa competition, for his innovative and productive approach to his farming enterprise.

Mr Dufty runs 13,500, 18.5 micron Merinos on 1450 hectares and last year produced more than 300 bales of wool.

His aim is to run 15,000 sheep and cut over 50 kilograms of clean wool per hectare.

He also crops 200ha and this year sowed 100ha to new pasture.

Judges of the competition were

impressed by Mr Dufty's solid and logical business plans and his innovative infrastructure.

He feels his 15 years in agribusiness in his previous working life put him in good stead

to run the farm business.

He enjoys very much the lifestyle and flexibility of farming.

"The flexibility and the variety of work are not something every career has and so that was a large reason for why I chose wool growing," he said.

"The flexibility enables greater community involvement and that

is important in maintaining a balance."

Apart from the honour, Mr Dufty wins an overseas tour for two valued at \$10,000.

He plans to use that tour to visit European countries such as Denmark and England to evaluate how environmental regulation has impacted on agricultural industries and thus gain a better understanding of what Australian producers

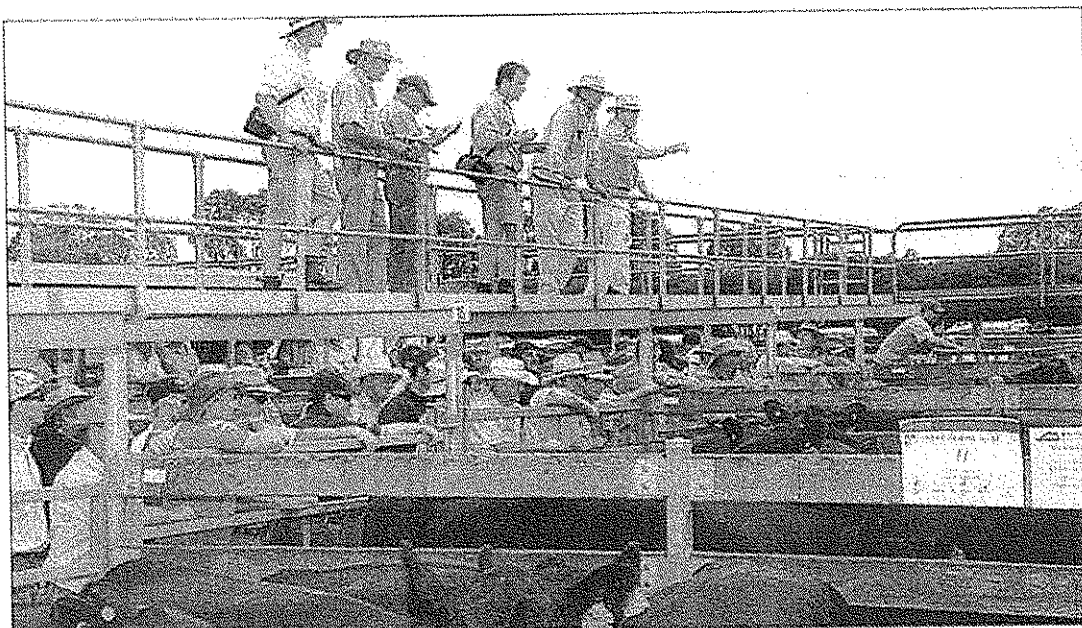
would face in the future.

"Environmental regulation is fast becoming a fact of life on Australian farms and we need to

have an understanding of how this will impact on farming," he said.

This needed to be done before implementation to allow integration into Australian systems with as little impact as possible on production and profitability.

The Raising the Baa competition was an initiative of the Australian Wool Innovation, Meat and Livestock Australia, CRC for Sheep Industry Innovation, and Grain and Graze, and was supported by Kondinin Group and Rural Press.



WEST Woodhouse dispersal and outside vendors sale has set an optimistic mood for prices at the coming weaner sales in Hamilton and Casterton.

071220a21



Local woolgrower wins Baa comp

A VICTORIAN farmer has won the inaugural 'Raising the Baa' competition.

Andrew Dufty, from Melville Forest, reigned supreme over six other state finalists, impressing the judges with his solid and logical business plans as well as innovative infrastructure.

He wins an overseas study tour for two valued at \$10,000 of which he is likely to use visiting the agricultural areas of Denmark and England.

Mr Dufty said he had a long-held desire to visit the European nations, to evaluate how environmental regulation had impacted on their agricultural industries, and to get a better understanding of what Australian producers would face in the future.

"Environmental regulation is fast becoming a fact of life on Australian farms and we need to have an understanding of how this will impact on farming, prior to implementation to enable integration into our systems with as little impact as possible on production and profitability," he said.

Farming 1450 hectares, Mr Dufty runs 13,500, 18.5 micron Merinos and last year produced in excess of 300 bales.

His aim is to run 15,000 sheep that cut 50 plus kilograms of clean wool per hectare. Mr Dufty also crops 200ha and this year resowed 100ha to new pasture.

Before taking up life-on-the-land Mr Dufty spent 15 years working in agribusiness – an experience he said put him in good stead to operate a successful farming enterprise.

Mr Dufty said he enjoyed the lifestyle and the flexibility of farming life.

"The flexibility and the variety of work are not something every career has and so that was a large reason for why I chose woolgrowing," he added.

"The flexibility enables greater community involvement and that is important in maintaining a balance."

The *Raising the Baa* competition was an initiative of Australian Wool Innovation (AWI), Meat & Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze and supported by Kondinin Group and Rural Press.

The competition aimed to recognise and reward innovative producers by promoting their successes to Australia's sheep industry.



Victorian farmer raises the baa

A Victorian farmer has won the inaugural Raising the Baa competition. Andrew Dufty, Melville Forest near Hamilton, reigned supreme over six other state finalists, impressing the judges with his solid and logical business plans as well as innovative infrastructure.

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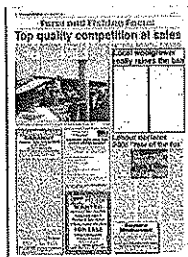
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Local woolgrower really raises the baa

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Management is the strong point

By REBECCA JENNINGS

IF the Traprock wool enterprise of David and Sandy Bartlett and their manager Glenn Parish had to be summed up in a few words, then "quality, consistency, and good management" would be the best choice.

Driving around the Cement Mills property Wyngarra, 65km west of Warwick, David and Glenn's focus on producing the best possible product is evident in every aspect – from pasture management, to infrastructure, to flock husbandry.

And this has been achieved in just four years, since the Bartlett family purchased Wyngarra in September 2003 and instated Glenn, originally from Goondiwindi, as manager.

The 8900ac property, featuring a blend of open grazing and timber, currently runs 5500 Merino wethers – half are for medium-wool production in the 17.5-20 micron range, and half are coated for fine wool production of 15-17.5 microns.

"We are striving to make Wyngarra a recognised brand of wool, by consistently producing a quality product that buyers recognise and are prepared to pay a premium for," Glenn – who was a nominee in last year's Raising the Baa competition – explained.

With their eye on targeting the Italian market with this fine wool, the Bartletts are assisted by local consultant Bruce McLeish, McLeish Merino Management, to select suitable sheep and class their wool.

"We value-add to our fine wool production by applying coats which improve yield, brightness,

handle of the wool, and almost nil VM content," Glenn added.

David and Glenn feel they are focused in the right direction, judging by the success of their

product on the auction floor, where buyer confidence is evident.

Wyngarra wool was nominated for the Elders Clip of the Year award in Newcastle in 2005, and won the Clip of the sale award for September 2005.

On just 470mm up to shearing in September (down from the annual average of 27inches) the 2006 clip saw 5336 head shorn with an average fleece weight of 4.76kg, equating to \$41.50/head. The 2007 coated clip from Wyngarra sold in the Newcastle October sale, topping 2480c/kg and averaging 1433c/kg, equating to just over \$44 a head, and averaging \$2173 per bale. This is the best average received since the Bartletts starting coating four years ago.

To maintain consistency and ensure buyer confidence, David and Glenn have established value adding activities at Wyngarra.

For example, a time grazing system between three 600ac paddocks has key benefits to property and flock management by allowing Glenn to:

- Increase stocking rates;
- Control worm populations;
- Maintain a level nutritional plane;
- Increase body conditions of sheep at shearing;
- Several watering points in each paddock helps balance the grazing pressure;
- Spell paddocks for longer periods (each is grazed for 30 days);

and

- Allow pasture regeneration

which helps in feed budgets throughout the year.

Other critical management tools include running a small herd of cattle to graze down areas of tall grasses; establishing a string of quality working dogs; and implementing a strict worm control program, which includes drenching every bought-in wether before it leaves the yards.

A year ago, the Bartletts sold their Meandarra property Boolara, and purchased a second Traprock property, Dunblane, where they run another 5500 wethers.

Because their enterprise is centred around wethers rather than breeding, they look for sheep with a good frame, so they can further add value by marketing culled animals to processors. Wethers are bought at two years of age, and offloaded at six.

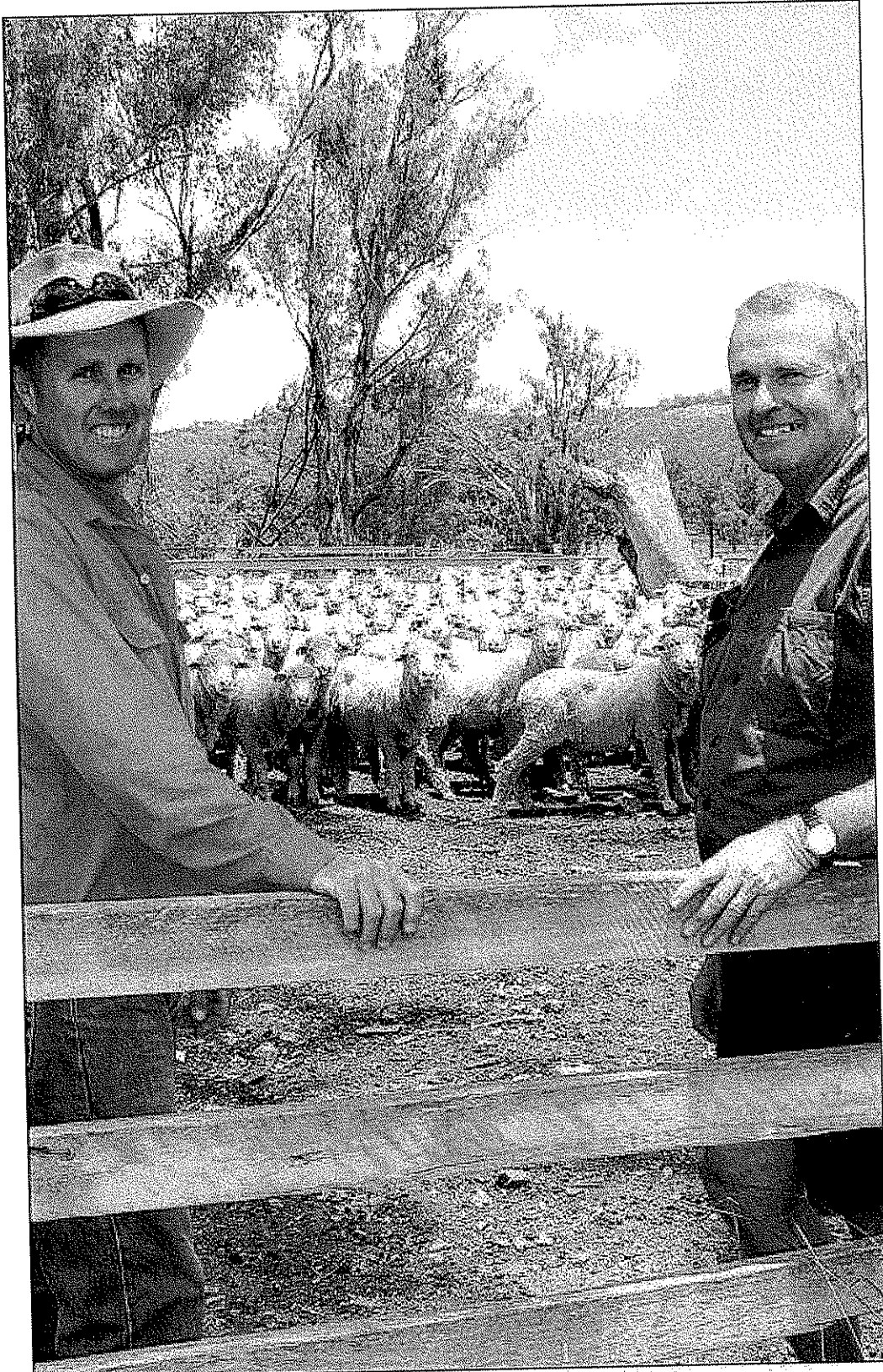
"Bruce (McLeish) and David give me the genetics to work with, and I see myself as responsible for the animal welfare and development at Wyngarra," Glenn explained.

"This includes identifying and managing risk by monitoring each paddock and its stock as individual systems for sustainable wool production."

Through their involvement with the Inglewood Landcare, Glenn and David are also looking for new environmental management tools at Wyngarra such as water diversion banks on undulating country for better water infiltration and to promote pasture regeneration, minimise soil erosion, and improve water quality.

AT A GLANCE

- Quality throughout production is essential at Raising the Baa nominated property, Wyngarra.
- David Bartlett and his manager Glenn Parish strive for a market recognition of Wyngarra wool
- About half the Merino flock are coated for fine wool production



Glenn Parish and David Bartlett look over culled wethers at Wyngarra.

ENTRIES

Milestone 4

Activities undertaken and completed

- Judges provided with all competition entries – 16 in total.
- Judges asked to shortlist to three entries per state – this was facilitated by Kondinin Group.

Learnings

- Low level of entries in spite of widespread publicity and awareness of the competition.
- Feedback highlighted a perception the competition was aimed at high level producers – *“not for the average producer like me”*.

Improvements for the future

- Use winner testimonials and appearances to attract entries. This could be through targeted campaigns and advertising material in each State using testimonials from the winners on their experiences and the value of the competition.

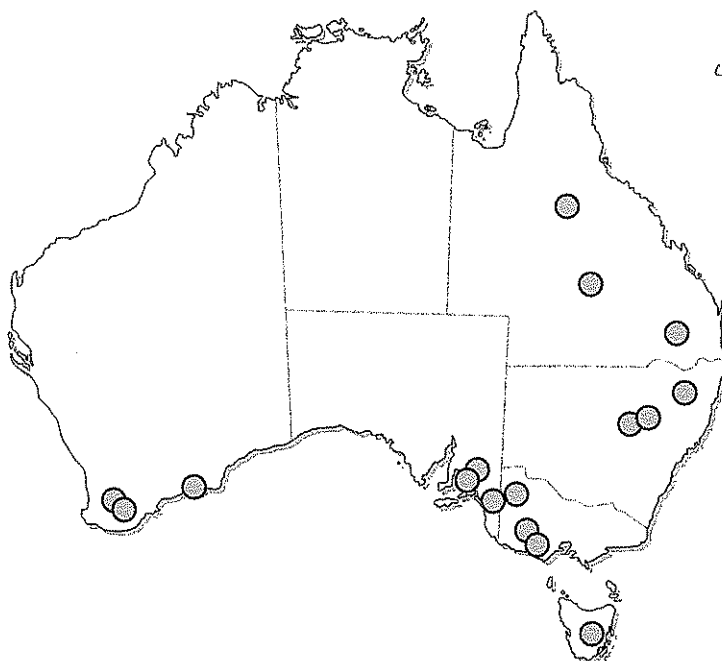
Appendix 2 – copies of outputs

- Summary of short-listed entrants.
- Example of a short-listed entrant.

Raising the Baa

Summary of entries

Western Australia		
Brad Wooldridge	Wagin	Land and stock management
Wayne Pech	Gnowangerup	Land and stock management
Geoff Crabb	Esperance	Sheep breeding programme
South Australia		
David Lindner	Morgan	Fencing innovations
Lynton Arney	Strathalbyn	Sheep breeding programme and land management
Brent (Midge) Jones	Keith	Feedlots and sheep breeding programme
Victoria		
Nathan Craig	Benayeo	Land management
Andrew Dufty	Melville Forest	Land management
Chris Parker	Mortlake	Land and stock management
Tasmania		
Christopher Headlam	Woodbury	Introduction of a drought lot
New South Wales		
Don Mudford	Dubbo	Breeding of sheep and various on-farm developments
Henry White	Coolah	Livestock breeding and fattening, land management
Tim Robertson	Armidale	Wool production and genetics
Queensland		
Pat Hegarty	Longreach	Feeding set up and land management
Ninian & Ann Stewart-Moore	Hughenden	Use of stock-guarding dogs
Glenn Parish	Cement Mills	Quality of wool and various on-farm developments



• We're now -
winners contacted
& thanked for
participating

Raising the Baa:

First name: Ninian & Ann
Surname: Stewart-Moore
Company: DN & AM Stewart-Moore
Address: "Dunluce"
Town: Hughenden
State: Qld
Postcode: 4821
Telephone: 07-47411516
Email: dunluce@topx.com.au

Declaration: checkbox

1. Enterprise description and goals:

- 46,000ha Mitchell grass, NW Qld, woolgrowing, beef cattle
- Dingoes destroyed 15%+pa of flock late 90's, early 2000's
- Introduced Maremma stockguarding dogs 2002, solved problem.
- Confidence now to introduce Dohne Merinos for dual purpose enterprise
- Niche opportunity for sheepmeat in North Qld as others leave industry.

2. Labour efficiency and profitability

Woolgrowing has a number of distinct advantages in this area;

- Almost no diseases or deficiencies
- Only very occasional worm burdens
- Very little vegetable fault
- Able to run large mobs for labour efficiency, easy mustering in open country
- Can hang on longer in dry times than cattle
- Complementary effect of running both sheep and cattle can increase carrying capacity significantly

There are also some disadvantages;

- Wool cuts are less than further south
- Also lambing % less, both due to being in the tropics
- Long distance from markets, especially for meatworks sheep

All these factors add up to Gross Margin comparisons between sheep and cattle enterprises being roughly in the same ballpark with added advantages of enterprise diversity and the complementary grazing effect.

Currently labour is 10-15,000DSE/labour unit, depending on season, having been 5-8,000 before motorbikes, two-way radios and laneways were introduced.

Apart from the initial introductory phase, the labour for managing 20 Maremma stockguarding dogs is similar to that spent on more conventional predator control measures, but far more pleasant and rewarding. Annual running cost of the dogs equates to around 50c/head of sheep p.a.

3. Production systems:

- Dingoes about to force us out of sheep, despite baiting, trapping, and shooting.
- Decided to try one last thing, i.e. the introduction of Maremma stockguarding dogs.

There weren't any others successfully doing this on the scale of our operation, at the time 20,000 sheep running in mobs of 1-3,000 in 1-2,000ha paddocks, so we had to adapt the experiences of more intensive examples to suit our situation.

We have learnt four key elements that are essential to the successful use of stockguarding dogs:

1. Pups must be bonded with the livestock that they are to live with and protect, from an early age, preferably as soon as their eyes are open.
2. All dogs running in a free-range situation must be desexed, to prevent the risk of interbreeding with wild dogs, and to keep their mind on the job.
3. Pedigrees of all stockguarding dogs purchased must be checked thoroughly as a half-breed will often look right but will not have the required instincts.
4. There is a fine balance of human contact required, enough to be able to manage their health requirements, but not so much that they prefer to be around you instead of their flock.

4. Enterprise development:

Having solved the predator problem, we now have the confidence to go forward and latch on to an opportunity created by dingoes forcing a lot of sheep enterprises out of the region!

- Dohne rams introduced in 2005
- Some irony in selling the last of the Merino rams in 2006, our families 100th year on this property with merinos
- All lamb consumed in North Qld, in excess of 500,000 carcasses p.a., comes from the south
- Currently developing a country killed range of sheepmeat products using an on farm feedlot and killing at the local abattoir
- Future development of the market will aim at promoting a clean, green, lean, local product
- Dohne sheep are expected to only minimally reduce wool cuts in this environment, if at all, whilst their better foraging ability and earlier maturity will improve lambing percentages
- Distance from sheep meatworks will be solved by marketing most, or eventually all sheep locally, these last two points addressing all of the disadvantages mentioned above.
- This production system will improve regular cashflow in the business and reduce climate risk as the product can be turned off regardless of season.

5. Environmental impacts and benefits:

Running stockguarding dogs with our flock has provided a number of significant advantages:

- No chemicals i.e. 1080 and strychnine are used
- An ecological balance of domestic livestock and native species is being achieved
- Kangaroo and wild pig numbers have been reduced but not eradicated
- Predation from the protected Wedgetail Eaglehawk is also reducing
- We are learning to live with the pests rather than raging an all out war against them
- Reducing paddock sizes has made the stockguarding dogs job a lot easier, and has allowed for country to be rested, improving long term sustainability

6. Your farming life:

It all comes into perspective, when you are responsible for a large number of animals and you always put their needs before your own. Our situation was untenable as the dingo massacres continued and often we would go to bed knowing that some sheep would be ripped apart that night. We no longer wanted responsibility for that.

The decision had to be made, find a way to put a stop to the dingo massacres, or sell the sheep, and leave the industry.

Now with Maremmas doing the nightwatch, we can go to bed in peace, knowing the sheep are safe.

7. Your international study tour:

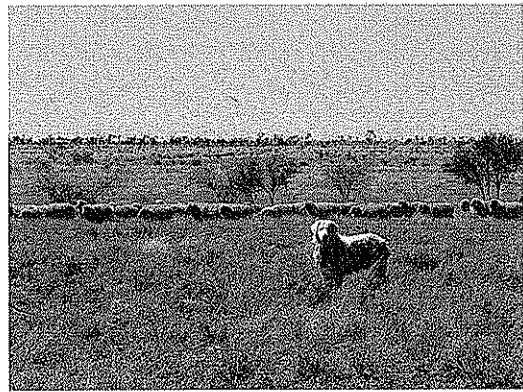
I would go to two places;

1. The Maremma Plains in Italy where these wonderful dogs come from, to get insights into how they are worked and managed on their home territory, as the breed is over 2000 years old.
2. Secondly, the USA where a number of studies have been done by various universities comparing the effectiveness of different stockguarding breeds in different situations.

I believe there is so much more to learn, and that this is truly the way of the future.

One Final Comment

Our 12,000 sheep are totally protected from wild dogs, and they do not cost 1c of the \$33m that is spent or lost in Qld every year to unsuccessfully control wild dogs!



JUDGING AND ANNOUNCEMENT

Milestone 5 – 7

Activities undertaken and completed

- Itinerary designed to encompass all short-listed entrants – one consistent judge.
- Judges embarked on two week tour.
- Judges provided notes and feedback, compiled by Kondinin Group.
- Judges came to a unanimous decision.
- All short-listed entrants (including winners) contacted by telephone.
- Rural Press provided journalists to join judges on tour to record and photograph entrants. The result was a full colour feature included in the five core publications.
- News release sent exclusively to Rural Press announcing the State winners. The same news release was sent to all media the following week.
- News release sent exclusively to Rural Press announcing the National winner. The same news release was sent to all media the following week.

Learnings

- The task of one judge visiting all six properties was difficult and exhausting, and may not be necessary in future competitions.
- Kondinin Group's reputation and position in the industry allowed for the highly-respected judges to participate in the competition at little-to-no direct cost.
- The high level of momentum used over the judging process ensured that, even though rushed, judges kept on track and avoided likelihood of swayed-judgement.
- The mix of judge's backgrounds and varied experience provided different view points and a comprehensive outlook to the competition (i.e. combining the hands-on experience of Stuart Mitchell with the business-driven approach of David Heinjus and Nigel McGuckian).

Improvements for the future

- Using past winners to assist in the judging process for that State. It is not practical or necessary to have all judges' travel to all States.
- Recommend two judges per state appointed by stakeholders.
- Announce State winners then conduct the State tours.
- Announce national winner following State tour take into consideration feedback from State winners during the tour.
- Ensure exposure to industry stakeholders as part of the tour.

Appendix 3 – copies of outputs

- Judges tour itinerary
- Rural Press feature



**KONDININ
G R O U P**

Raising the Baa

Judging panel travel itinerary

November/December 2007						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20 Stuart flies into Perth	21 - WA Stuart Richard Roger	22 - WA Stuart Richard Roger	23	24 - SA Stuart David
25 - SA Stuart David	26 - VIC Stuart David Nigel	27 - VIC Stuart David Nigel	28 - TAS Nigel	29 - NSW Stuart Nigel	30 - NSW Stuart Nigel	1 - QLD Stuart Richard
2 - QLD Stuart Richard	3 - QLD Stuart Richard	4	5	6	7	8

Tuesday November 20, 2007

12:35 pm

Stuart flies into Perth from Queensland
Qantas **08:25** Brisbane **12:35** Perth

Wednesday November 21, 2007

10:00 am

Stuart and Richard bus to Arthur River
See attached confirmation sheet

11:30 am

Stuart and Richard meet Roger at Arthur River, drive to Wagin
- 30km, about 30min drive

12noon – 15:00 pm

View Brad Wooldridge's property
See attached map with directions

15:00 pm

Continue onto Gnowangerup
- 114 km, about 1.5hr drive

16:30 – 19:30 pm

View Wayne Pech's property
See attached map with directions

19:30 pm

Return to Gnowangerup
Overnight at the Gnowangerup B&B
68 McDonald St Gnowangerup
9827 1929

Thursday November 22, 2007

07:00 am Stuart, Richard and Roger drive to Esperance
 - 396km, about 4hrs 50min

12:00 – 15:00 pm View Geoff Crabb's property
 See attached map with directions

19:45 pm Stuart and Richard fly back to Perth
 Skywest **19:45** Esperance **21:25** Perth

 Roger – Roger return to Kojonup
 Stuart – overnight in Perth

Friday November 23, 2007

Saturday November 24, 2007

Budget hire car – 4 days

6:30 am Stuart flies into Adelaide from Perth - Qantas
 6:30 Perth **10:50** Adelaide

12 noon Stuart to pick up David and drive to Morgan
 - 161km, about 2hrs 42min

15:00 – 18:00 pm View David Lindner's property
 See attached map with directions

21:00 pm Return to David Heinjus's property
 Overnight at David's

Sunday November 25, 2007

06:30 am Stuart and David drive to Strathalbyn
 - about 1.5hr drive

08:30 – 11:30 am View Lynton Arney's property
 See attached map with directions

11:30 am Continue onto Keith - 186km, about 2.5hrs drive

14:00 – 17:00 pm View Brent Jones's property
 See attached map with directions

17:00 pm Return to Keith
 Overnight at the Keith Motor Inn
 Keith (Cnr Ross Ave) Memorial Ave
 8755 1500

06:00 am	Stuart and David drive to Benayeo - 131km, about 2hrs drive
08:00 – 11:00 am	View Nathan Craig's property See attached map with directions
11:00 am	Stuart and David drive to Melville Forest - 115km, about 2hrs drive Nigel to meet Stuart and David on-property
13:00 – 16:00 pm	View Andrew Dufty's property See attached map with directions
16:00 pm	Continue onto Hamilton - 40km, about 45min
17:00 pm	Arrive in Hamilton Overnight at the Goldsmith Motel 28 Goldsmith St Hamilton 03 5572 4347

06:00 am	Stuart, David and Nigel drive from Hamilton to Mortlake - 90km, about 1hr 15min
07:15 – 10:00 am	View Chris Parker's property See attached map with directions
10:00 am	Continue back to Melbourne - 219km, about 3hrs drive
13:00 pm	Arrive in Melbourne
14:30 pm	Stuart flies Melbourne to Sydney Qantas 14:30 Melbourne
15:15 pm	David flies Melbourne to Adelaide Qantas 15:15 Melbourne 16:05 Adelaide
	Nigel - Overnight at the Best Western Ciloms Airport Lodge (Melbourne) 03 9335 2788

08:35 am	Nigel flies from Melbourne to Hobart Qantas 8:35 Melbourne 9:40 Hobart
11:00 am	Drive to Woodbury - 100km, about 1.5hrs drive
12:30 – 15:30pm	View Christopher Headlam's property See attached map with directions

17:00pm	Return to Hobart
19:25 pm	Nigel flies from Hobart to Sydney Qantas 19:25 Hobart 21:10 Sydney
21:10 pm	Nigel – overnight at the Hotel Ibis (Sydney) 02 8339 8500

Thursday November 29, 2007

Avis hire car – 2 days

08:05 am	Stuart and Nigel fly Sydney to Dubbo Qantas 8:05 Sydney 9:10 Dubbo
09:30 am – 12:30 pm	View Don Mudford's property See attached map with directions
12:30 pm	Continue onto Coolah - 136km, about 1hr 42min drive
14:30 – 17:30 pm	View Henry White's property See attached map with directions
17:30 - 21:30 pm	Continue onto Armidale - 313km, about 4hrs 12min drive Overnight at the Country Comfort (Armidale) 86 Barney St Armidale 02 6772 8511

Friday November 30, 2007

08:00 - 11:00 am	View Tim Robertson's property See attached map with directions
13:40 pm	Stuart and Nigel fly to Sydney Qantas 13:40 Armidale 14:55 Sydney
16:05 pm	Stuart flies Sydney to Brisbane Qantas 16:05 Sydney 16:35 Brisbane
16:30 pm	Nigel flies Sydney to Melbourne Qantas 16:30 Sydney 18:00 Melbourne
13:20 pm	Richard flies Perth to Brisbane Qantas 13:20 Perth 18:45 Brisbane Richard and Stuart – overnight at the Pegasus Motor Inn (Brisbane) 71 Nudgee Rd Hamilton 07 3868 1900

A special
Rural Press Ltd
feature

Raising the Baa

Triumph at 'Talbragar'

By MARK
GRIGGS

BACK-to-back droughts from the turn of this century forced husband and wife team, Henry and Christine White, to drastically change the management of "Talbragar", near Coolah, in Central West NSW.

Seven years later and the 1822-hectare property is producing perennial pastures in well watered paddocks on hills which had been "flogged out" but which now sustain two mobs of 1000 ewes in peak condition.

Recent rain has also provided an opportunity to use creek flats for backgrounding cattle and for agistment.

When they took charge of "Talbragar" in the late 1990s through family succession planning, the Whites quickly saw that stud cattle and Merino sheep breeding couldn't be sustained together in the drought, particularly as two thirds of the property is steep and rocky hill country with eastern and western aspects.

The other third consists of creek flats.

"So we decided to concentrate on our sheep and quit all the cattle," Mr White said.

Merino ewes had previously been selected for twinning, which was good for fertility but not wool production.

"We went back to our original Pemcau blood and with the help of Cam Armstrong and his Cassilis Park stud we classed our flock into two mobs," Mr White said.

"The top 1000 ewes are joined to Cassilis Park rams and the second 1000 ewes joined to Poll Dorsets for lamb production."

During the tough seasons, the sheep have needed only a small supplementary feeding, mainly with lick feeders.

The clip is now averaging between 20.5 and 21.5 microns with a 5.5 kilogram fleece cut the



Henry White (centre) explains the redevelopment of the sheepyards and woolshed on "Talbragar", Coolah, to the judges, Stuart Mitchell, Bolion, Queensland, and Nigel McGuckian, Bendigo, Victoria.

Whites are aiming to increase to seven kilograms.

With wool prices improving, all wether Merino lambs have been retained this year.

"We decided to keep them because we forward contracted our wool at 1005 cents a kilogram," Mrs White said.

Importantly for the success of the Whites' vision, the hill country needed controlled grazing coupled with better watered and fenced paddocks.

Until recently, the sheep grazed on four large paddocks of 250ha with watering points on the creek which runs through the property.

Their business plan set targets to reduce erosion on the steep ridges and along the creek, plus increase perennial pastures by manipulating stocking pressure while improving overall grazing management through paddock subdivision.

With NSW Central West Catchment Management Authority "incentive funding" in 2004, the Whites began changes to their water infrastructure over the 1000ha of steep and rocky country.

These included changes to stock movement patterns which reduced stock camps and tracks which had created large areas of bare soil with subsequent weed invasion, soil fertility problems and erosion concerns.

Improving the watering system also brought challenges.

It wasn't the distance of pipe but the head pressures they had to deal with because of the steep hills.

Water was originally pumped from wells on the creek which produced 72,000 litres a day but dried up as the drought worsened.

A bore near their woolshed - with water raised in two pushes of 250 metres to a hilltop reservoir - was harnessed for the project.

A wide laneway up the hill in the middle of the property became the hub, and watering troughs were placed strategically within paddocks that will be divided into smaller 60ha to 80ha sizes to be further divided with electric fencing for controlled grazing.

The next phase is a major fencing program to start next March.

"We've redesigned our sheepyards to a satisfactory working level, resolved our water and stocking problems, are about to start a fencing program and then we can start renovating our woolshed," Mr White said.

Innovation,
inspiration
rewarded

ONE of six innovative sheep and wool producers will next week be crowned the \$10,000 national winner of the Raising the Baa competition.

The six were this week named State winners of the competition launched last September by the Kondinin Group, Australian Wool Innovation Ltd (AWI), Meat and Livestock Australia, the CRC for Sheep Industry Innovation and Grain and Graze to recognise and reward innovative producers by promoting their successes to Australia's sheep industry.

The competition (also supported by Rural Press Ltd) was open to all commercial sheep and wool producers and was initiated by AWI as a way of identifying and encouraging innovation.

The national winner will receive a \$10,000 overseas study tour for two to help further develop their enterprise.

The State winners - Brad Woodridge, Wagin, WA; Lynton Arney, Strathalbyn, SA; Andrew Dufty, Melville Forest, Victoria; Chris Headlam, Woodbury, Tasmania; Henry White, Coolah, NSW; and Pat Hegarty, Longreach, Queensland - will participate in a national tour of each winner's enterprise valued at \$4200.

Kondinin Group chief executive officer, Dr William Ryan, said the competition was an opportunity for producers to reflect on the success generated by their ideas and innovations and to provide inspiration for other producers.

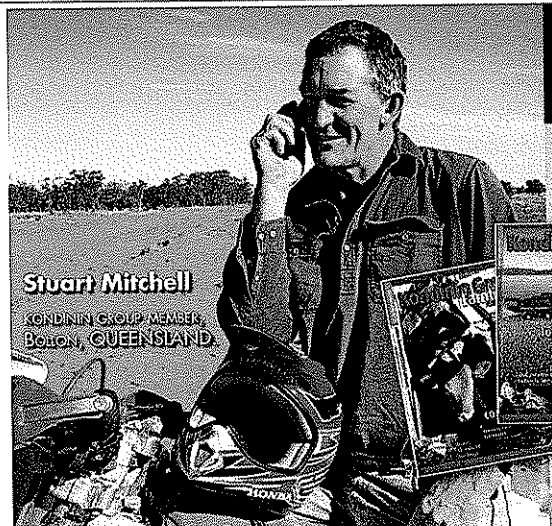
"The tight labour market means the future success of the sheep industry will depend on growers developing efficient and easily managed production systems," he said.

Members of the judging panel were Richard Price, deputy CEO of the Kondinin Group; David Heinjus, managing director of SA's Rural Directions Pty Ltd; Roger House, a WA farmer and partner in a NZ-based sheep business; Nigel McGuckian, a management consultant with RMCG in Bendigo, Victoria; and Stuart Mitchell, a sheep producer from Bolton, south west Qld.

Raising The Baa At 'Talbragar'

- Henry and Christine White have almost drought-proofed their farm
- They are overhauling the farm's infrastructure, starting with the watering system

- Next will be internal fencing, followed by a revamp of their woolshed
- They produce both wool and prime lambs on mainly hilly country



Stuart Mitchell
KONDININ GROUP MEMBER
BOLTON, QUEENSLAND

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INDEPENDENT INFORMATION FOR AGRICULTURE

Raising the Baa

FAR RIGHT:
The Hegarty family of "Colanya", Longreach – Emma, Pat, Susan and James.

RIGHT:
James Hegarty feeding corn from a feeder designed for use on motorbikes.



Queensland winner



Raising The Baa At 'Colanya'

- Alpacas are being introduced to help keep wild dogs and dingoes from sheep
- The plan is to eventually have 10 alpacas in each paddock
- SHS breeding principles have been adopted to breed plain-bodied Merino sheep

- Plain-bodied, wrinkle-free sheep reduce flystrike and the need for mulesing
- Native Mitchell grass is being baled to provide drought fodder

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Kerry O'Keeffe
Cricket commentator and former Test player

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Longreach in for long haul

THE sheep were hard to find in the long grass in the 1970s at Colanya Grazing Company.

Rain wasn't scarce back then on the sheep property 140 kilometres west of Longreach in out-back Central West Queensland.

But despite the current drought, Pat Hegarty and his wife, Susan, and their children, Emma and James, run their 13,515-hectare Merino enterprise with a "can do" attitude.

Mr Hegarty senior's father was a sheep man who drew "Colanya" in a ballot in 1954 after it was subdivided into six blocks from Corona Station, owned by the Australian Agricultural Company from 1917 to 1945.

Mr Hegarty said his father ran the property professionally but after he took charge, times changed and modernisation was needed, including new technology, genetics, nutrition and laneways to improve production.

This thirst for innovation and improvement has won the Hegarty family the Queensland section of the national Raising the Baa competition and put them in the running for the national title to be announced next week.

Mr Hegarty said the family's aim was to constantly rear large numbers of fertile sheep producing high quality wool.

They are now running 600 wethers, 3500 breeders, 1350 young replacement breeders and 1500 lambs.

They had achieved good lambing rates until this year, when numbers dropped because of the big dry, but the family has been doing everything possible to ensure their flocks are receiving good nutrition.

For a number of years now they have been feeding one kilogram of corn each week per ewe after scanning and two weeks before lambing, as well as through lambing.

Mr Hegarty said the supplementary feeding helped build the ewe's energy levels and colostrum in their milk.

"We were advised to feed one kilogram per ewe per day, so we aren't supplying the full supplement, but, unfortunately, we can only afford to help," he said.

By ALYCE PEARSON

"The stress of the season took its toll on them, as we had a problem this year with difficult births. I know you can overdo it with grain (feeding) but we were far from doing that."

Mr Hegarty and son, James, designed a motorised feeder off the back of their ute three years ago which spreads the grain evenly across the ground instead of in a long, narrow trail, giving the sheep better access to the grain.

Mr Hegarty said the family had to get more creative to make work (and life) easier.

That's why in 1997 he decided to try to drought-proof the property by making Mitchell grass hay from their black soil paddocks – and they have had a full shed since.

At first, contractors did the work, but by 2002 it was becoming hard to find one so they bought their own gear and produce more than 500 big round bales each cut.

Their annual rainfall average is 370 millimetres – which they are hoping to reach with storms in coming weeks.

The Hegarty family said they tend to join in March, but are using moon phases, too, as they have found ewes cycle better in the new moon phase and lamb coming into the full moon.

They have tried a few bloodlines but have settled on rams from the Keri-Keri stud in the NSW Riverina due to their offspring's performance in their tough environment, plus good wool growth and pleasing fertility and lambing rates.

They are receiving wool test results of 19.5 microns average, one to two per cent vegetable matter (vm) and 66pc yield.

In the past couple of years since using the stud they have shaved two microns off their flock.

"We have always had vision, passion and strategy when it comes to breeding sheep and we have passed that down to our kids so they can both come back to the land, if they wish, with the same outlook," Mr Hegarty said.

Raising the Baa

Every hour counts

ANDREW Dufty represents a new generation of woolgrower: short on time and fiercely driven by production and labour efficiencies.

He is running 13,500 ewes, lambs and wethers on 1450 hectares while working between 30 and 50 hours a week off the farm.

His time is valuable and it is for that reason every hour has to be spent wisely.

This is increasingly common in rural Australia as off-farm income keeps a growing number of farm families afloat during these uncertain times.

But not this family, as the farm, "Melville Forest", north west of Hamilton, is very much a business and not just a lifestyle.

The eye-catching production and profit results being achieved at "Melville Forest" have earned Mr Dufty the Victorian State title in this year's national Raising the Baa competition.

Managing to make a \$15 per dry sheep equivalent (DSE) gross mar-

By MARIUS CUMING

gin is a handy return in any cash book and the operation last year produced a clip of more than 300 bales of 18.5-micron wool on average.

The aim is to run 15,000 sheep and cut more than 50 kilograms of clean wool per hectare.

Benchmarking is one of the keys to his success and lifting the DSE per person from 6126 in 2003 to 8983 shows how labour efficient "Melville Forest" has become.

The cost of production is almost \$4 a kilogram (clean) lower than the State average at \$10.82 and with a wool gross margin of \$237/ha this year, he is way ahead of the Victorian average of \$157.

It is not hard to see why he likes sheep, and Merino sheep in particular.

But the advantage he has developed is through efficiency.

A practical example of labour efficiency is seen in late spring

when weaning, crutching, jetting and the first summer drench all take place at the same time.

New yards and an extensive laneway system mean the operation is relatively quick and easy.

The timing paid off this year when a severe flystrike wave came through the district after good rains in early November.

"I just don't have time to be chasing sheep and flies around and I don't want to pay somebody else to do it, either," Mr Dufty said.

The one jet (spray of blowfly prevention chemical on the sheep's breech) gives good protection right through to April when shearing starts.

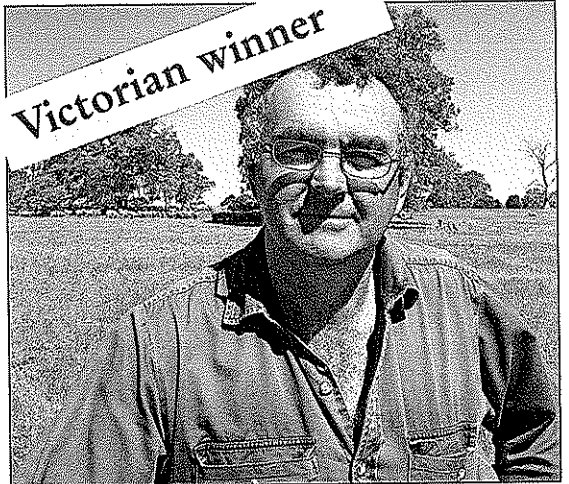
While there is a big move to cropping in the relatively safe region of Victoria's Western District, Mr Dufty is happier to see sheep.

Infrastructure such as large and easy flowing yards and a big woolshed help the way "Melville Forest" is run in terms of efficiency and timeliness.

"Sure, if you were assured of a great season and decent prices every year and you could manage weeds and resistant ryegrass, then cropping would be a good option," Mr Dufty said.

"But even here in a 550- to 650-millimetre annual rainfall area, cropping is not safe and we saw that last year.

Victorian winner



Andrew Dufty, the Victorian winner of the Raising the Baa competition, strives to achieve maximum efficiency from his time.

"From a risk and a production point of view, Merinos beat cropping overall."

Asked why sheep and not beef, his answer was more blunt.

"We are well set up for sheep and I'm just not a cow man," he said.

In the next 12 months Mr Dufty will sell a parcel of wool through The Merino Company to test the water with the extended marketing program.

He has sold wool forward suc-

cessfully in the past and will continue to do so when the price is right.

The past seven years at "Melville Forest" have been busy, not only with fencing and yard improvements but also with tree planting.

While a small portion of the farm has been leased to blue gum interests, about 70 hectares has been earmarked for carbon sequestration (locking up carbon within the earth) in the near future.

Raising The Baa At 'Melville Forest'

- Focus is on using time and labour as efficiently as possible
- Cost of wool production is almost \$4 a kg clean lower than State average

- Per hectare wool gross margin this year will reach \$237
- Infrastructure capable of handling large volumes a key to success



Lots of benefits in Woodbury's work

DROUGHT lots have helped Tasmanian farmer, Chris Headlam, better manage both his Merino flocks and pasture paddocks through a devastating drought.

As conditions declined late last year, Mr Headlam (pictured), 30, saw an advertisement for a workshop on sheep drought-lotting run by a group called the 8x5 Wool Profit Program.

About the same time he was

invited to join local farmers keen to form their own branch of 8x5, a co-operative initiative between Australian Wool Innovation, the Tasmanian Institute of Agricultural Research (part of the University of Tasmania), and the Tasmanian Department of Primary Industries which aims to help the Apple Isle's sheep producers boost their productivity.

He attended both the workshop

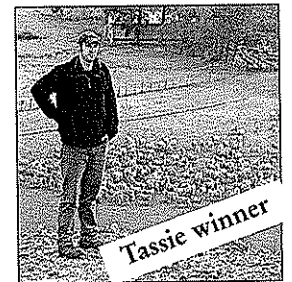
and the meeting (and is now an active member of the Oatlands 8x5 group) and came away thinking drought lotting was the next step in his battle to cope with a drought that had slashed rainfall on his family's 2100-hectare aggregation, "Lowes Park", Woodbury, in Tasmania's southern midlands.

Last February he built two drought lots and moved 1000 ewes into them.

A month later he split the pens in half to measure 80 metres by 100m and moved in another 1000 ewes with 500 in each pen.

Benefits have included minimising destocking, maximising ewe joining numbers and giving paddocks a chance to recover.

Mr Headlam, his brother, Richard, and their father, Ian, run about 10,000 19-micron Merinos, and have about 600ha of crops a year.



Tassie winner

TOOLS AND RESOURCES FOR PRODUCERS

Below are a selection of resources available **FREE** for producers online or by calling 1800 070 099.

THE LAMBING PLANNER: A handy tool that shows how a change in lambing time can affect market options and farm operations. It provides practical advice on pre-lambing, gestation and post-lambing activities.

FEEDING AND MANAGING SHEEP IN DRY TIMES: A practical guide for producers with examples, for feeding and managing sheep during dry seasons and drought years.

MANAGING SHEEP IN DROUGHTLOTS: A best practice guide highlighting the purpose, benefits and experiences of woolgrowers managing sheep in confinement.

LOOKING AFTER DROUGHT PASTURES: Management tactics to help avoid potential problems with pasture survival, recovery and composition.

RAINFALL TO PASTURE GROWTH OUTLOOK TOOL: This online rainfall tool provides information and indices of soil moisture and pasture growth for the past 9 months and an outlook for the next 3 months for over 3,300 sites across southern Australia. Visit www.mla.com.au/growthoutlooktool

LIFETIMEWOOL: This project and the website provide ewe management guidelines and tools, such as feed budget tables, along with research results with economic analysis, for sheep producers across southern Australia. Visit www.lifetimewool.com.au

WOOLCHEQUE: A simple to use online tool that allows woolgrowers to independently price their wool clip based on the latest daily or historical wool prices. Visit www.woolcheque.com.au



Uncertain rainfall, high feed costs, low cash reserves and an Australian dollar at a 23-year high have lowered producer returns. Australian Wool Innovation Limited (AWI) and Meat & Livestock Australia (MLA) are helping producers prepare, plan and take action with an initiative called Stock Wise.

Stock Wise pulls together the resources and expertise of respected industry experts, online tools and information along with interactive workshops to help producers make smart decisions about their business.

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Raising the Baa

Strathalbyn's gene dreams

AIMING to produce rams that meet high commercial expectations has made Inverbrackie Border Leicester stud owner, Lynton Arney, Strathalbyn, South Australia, a leader in the prime lamb industry.

His passion for the sector has not only delivered continued improvement in his stud but is paving the way for longer-term gains across the lamb sector.

It has also earned him the SA title in the national Raising the Baa competition.

Focusing on high lambing percentage, high growth rates, longevity and improved carcass conformation, Mr Arney has been a leading advocate for genetically focused breeder groups and is also heavily involved in the

By ALISHA FOGDEN

Superborders program for elite Border Leicester rams.

Co-ordinating young sire programs and sharing genetics among Superborders' participants has consistently put Inverbrackie sheep in the top percentage for Border Leicesters, while Lambplan allows the stud to follow performance trends to ensure its genetic progress stays at the front of the pack.

Superborders are Border Leicesters with superior genes for lamb production.

Lambplan independently ranks every ram sold under the Superborders brand as above average for the breed.



LEFT: Lynton Arney's participation in the Superborders program has put his Inverbrackie stud in the top tier for Border Leicester breeders.

Raising The Baa At Inverbrackie stud

- Industry leader in genetic improvement of prime lamb industry
- Pioneer of Superborders ram objective measurement system

- Created forward contracting system for flock ram clients



The dollar index and estimated breeding value of each ram show how they can produce significant extra returns through better growth rates, higher fertility or improved milk yield.

Selected rams also provide benefit through increased worm resistance, ideal fat coverage and better muscling.

Knowing the importance of ensuring prime lamb producers get the right Border Leicester

rams for their flock, Mr Arney and his wife, Claire, also launched a new and innovative forward contract system, Inverbrackie Ram Supply Contract, in October.

The system allows clients to forward contract their supply of Border Leicester rams from Inverbrackie.

To eliminate the risk of future price movements in the prime lamb market, clients can sign contracts in advance of delivery.

"The client chooses the quality of rams they wish to buy (based on Lambplan results) and the price of the rams is determined using the Lambplan figures and the price of lamb just before delivery, rather than agreeing on price at the time the contract is signed," he said.

"I sit down with each client interested in contract purchasing rams and discuss exactly what traits are most important to them."

Rotation rates highly

WAGIN district farmer, Brad Wooldridge, says the adoption of rotational grazing four years ago has helped spearhead his family's drive to further lift the efficiency and profitability of their sheep and cropping enterprise just north of Arthur River, Western Australia.

Mr Wooldridge - who runs the 1250-hectare farm, "Warialda", with wife, Tracy, and their daughters, Sophie and Emily - has been named the WA State winner of the national Raising the Baa competition.

They rotationally graze their 3000 Merinos and 200 Suffolk ewes together, helping maximise water use efficiency, flexibility, sustainability, and profitability while ensuring the health of the livestock.

Mr Wooldridge said pastures

seemed to recover better with rotational grazing and both their wool clip (sold through the Wool Agency) and stocking rates had increased since initiating the program.

The ewes are moved every two to four days, depending on the size of the paddock.

The sheep are grazed on the stubbles at the end of the property's grain harvest until the rain break, when they are put back onto pastures.

About 60 per cent of the farm is cropped and 40pc grazed, so tight forward planning is vital.

Every two weeks the Wooldridges review their plans to see if everything is on track or if changes are needed.

"The crop to pasture ratio allows us to use a higher percentage of

our pastures while leaving 1000 kilograms of ungrazed food on offer (FOO) over summer to reduce (paddock) erosion," Mr Wooldridge said.

"This increases water infiltration at the break, aids germination and helps sustain an otherwise false break."

During the past five years they had increased water use efficiency from 14 to 22kg of pastures per millimetre of rainfall, he said.

Mr Wooldridge planned green and dry feed budgets based on the energy required, pasture growth rates and FOO to ensure stock received adequate feed rations.

"We then condition score sheep according to the Lifetime Wool guidelines (a national program to optimise ewe nutrition and productivity) to monitor the accuracy of the calculations," he said.

Mr Wooldridge adjusts stocking rates at key times to match the seasonal potential using technology such as satellite imagery.

In the past three years the Wooldridges had tripled the size of the farm and doubled stock



Brad and Tracy Wooldridge on their Wagin, WA, property, "Warialda", numbers after leasing a nearby property.

"We run most of the farm as a husband and wife team, employing (casual labour) at peaks such as tailing and crutching," Mr Wooldridge said.

As part of a three-year plan they have employed a contractor to establish a more manageable fencing system including laneways, gates and remnant fencing, which will total 30 kilometres.

"The aim is to eliminate unneces-

sary drafting and compromised paddock use due to poor stock control," Mr Wooldridge said.

They also employ a contract sprayer to ensure crops and pastures are sprayed at the required time.

"This allows the incorporation of new technology such as GPS and auto steer without a huge capital outlay as well as assisting with the current labour shortage," Mr Wooldridge said.

- JENNA FREIND

Raising The Baa At 'Warialda'

- The introduction of rotational grazing brings productivity gains
- Merino and Suffolk ewes are run together

- The secret is to carefully monitor and manage pasture availability



Specialist Woolbrokers Focused on Achieving Optimum Results



◆ Lanoc Wool takes pride in supporting and working with woolgrowers who live wool.

◆ Congratulations to our clients and friends, Henry and Christine White of "Talbragar" Coolah, NSW who have raised the bar to become the state winners of the national Raising the Baa competition.

◆ Lanoc Wool are specialists in forward marketing and hedging.

◆ Special agents for organic wool.

◆ From humble beginnings in 1988, Lanoc Wool has grown to become one of the nation's largest regional woolbrokers, hence we take great pride in our twentieth anniversary in 2008.

◆ Don and the team at Lanoc Wool wish everyone a Merry Christmas.

◆ We look forward with the highest degree of optimism, for the 2008 year to have the best prospects in many years for wool.

TL10171

NATIONAL AND INTERNATIONAL STUDY TOURS

Milestone 8

Activities undertaken and completed

- Through consultation with winners, the national study tour was developed and a detailed itinerary was created.

Learnings

- Arranging the logistics of the tour itinerary was more complicated and time consuming than expected.
- Project management fee did not cover the full cost of tour coordination.
- There was a significant time contribution required to coordinate tour dates for all finalists.
- State prizes did not specify that they were for one person only. Some partners were disappointed.
- Suggestion from some of the State finalists that there be no national winner, but for the funds to be used for partner's attendance on the State tour. This was however not a unanimous view.

Improvements for the future

- Tour date and indicative itinerary developed and advertised in initial information pack and correspondence.
- Funds to be allowed for tour director/partner representative to accompany tour.
- Budget to recognise extent of managing the award.
- State winners on the tour to provide feedback on each others enterprises.
- Disappointment in the exclusion of partner attendance as part of the prize may be addressed by offering options for the prizes offered:
 - For the prize to include partners.
 - To clearly note that partners are welcome to attend at their own expense.
- Develop a network between the State winners and future competition winners/entrants.
- Make use of the winners in industry focus groups, such as the Kondinin Overview Groups.

Appendix 4 – copies of outputs

- Study tour itinerary
- Winners feedback

Raising the Baa

National tour

February 17 – 24, 2008

Brad Wooldridge, WA winner

Lynton Arney, SA winner

Chris Headlam, TAS winner

Pat Hegarty, QLD winner

Henry and Chris White, NSW winner

Partners and funders

• **australian wool**
innovation
• limited

mla
MEAT & RUMOUR AUSTRALIA



Grain & Graze
Profit through knowledge

Supported by

R
RURAL PRESS LIMITED
AGRICULTURAL PUBLISHING


KONDININ
GROUP

Friday

February 15, 2008

Air travel
1:25pm

Lynton arrives into Perth

Qantas Airways Flight 587 Booking Code:O
From: Adelaide Arpt, Adelaide Australia
To: Perth Arpt, Perth WA - Australia
Departs: 11:30 AM Arrives: 1:25 PM

Saturday

February 16, 2008

Air travel
11:30am

Henry and Chris arrive into Perth

Qantas Airways Flight 575 Booking Code:O
From: Sydney Kingsford Smith Arpt, Sydney NS - Australia
To: Perth Arpt, Perth WA - Australia
Departs: 8:45 AM Arrives: 11:30 AM

Sunday

February 17, 2008

Air travel
12:55pm

Chris arrives into Perth
Debbie will greet you at the airport and transfer you to the Apartments.

Qantas Airways Flight 1010 Booking Code:O
From: Hobart International Arpt, Hobart Australia
To: Tullamarine Arpt, Melbourne VI - Australia
Departs: 6:05 AM Arrives: 7:15 AM

Qantas Airways Flight 475 Booking Code:N
From: Tullamarine Arpt, Melbourne VI - Australia
To: Perth Arpt, Perth WA - Australia
Departs: 10:45 AM Arrives: 12:55 PM

11:40pm

Pat arrives into Perth

Qantas Airways , Operated By: QANTASLINK - SUNSTATE AIRLINES
Flight 2535 Booking Code:O
From: Longreach Arpt, Longreach Australia
To: Brisbane Arpt, Brisbane Australia
Departs: 3:35 PM Arrives: 5:20 PM

Qantas Airways Flight 767 Booking Code:O
From: Brisbane Arpt, Brisbane Australia
To: Perth Arpt, Perth WA - Australia
Departs: 7:30 PM Arrives: 11:40 PM

Accommodation

2pm – 6pm Book into Quest Ascot Village Apartments.
308-318 Great Eastern Highway
Ascot WA

Breakfast not included

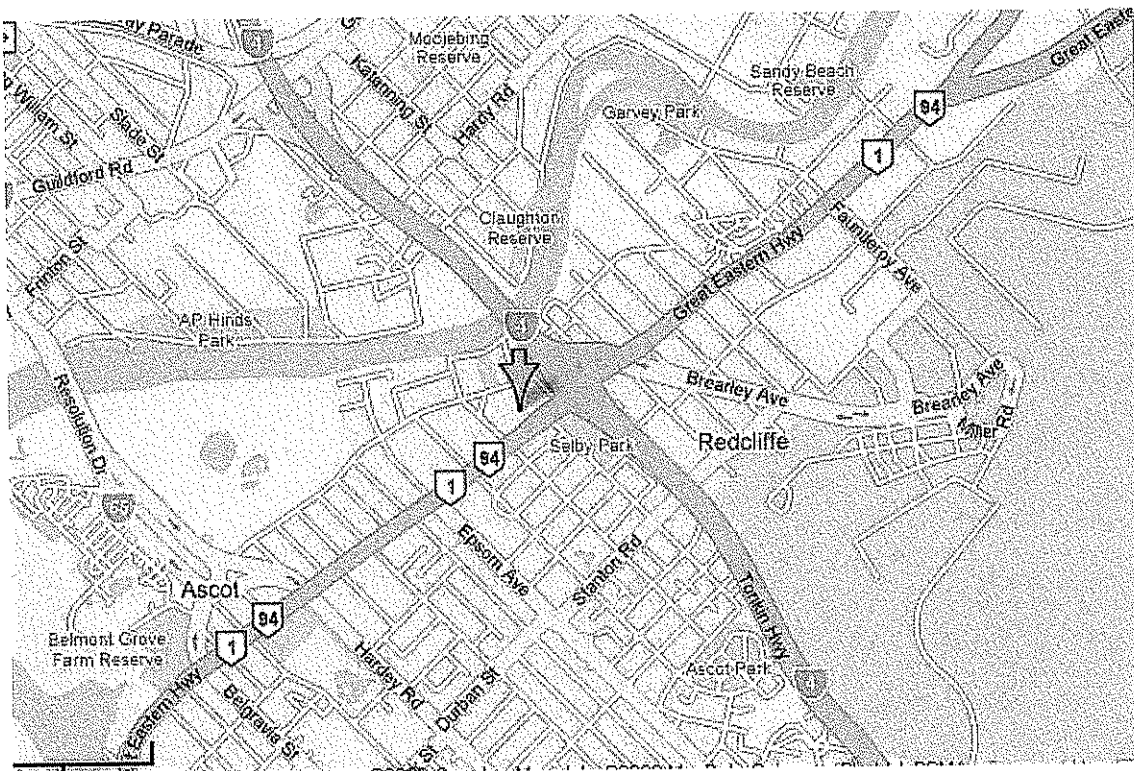
Any other expenses are your responsibility (i.e. mini bar, movie etc)

Hire cars

Reservation numbers: 14287343AU0

Driver registered to collect car is: Henry White

Debbie will collect you from the Apartments at 4:30pm and take you to collect the hire car.



Special event

6pm Dinner at Silks Bar and Bistro

Debbie will meet you at the Apartments at 5:45pm

Monday

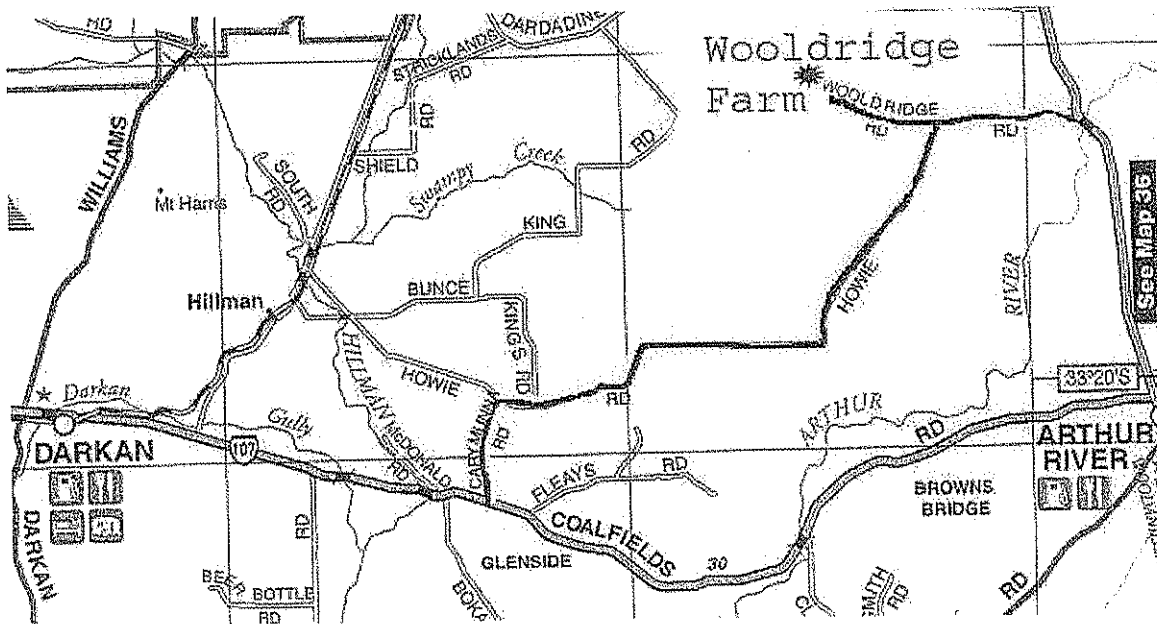
February 18, 2008

Visit to Brad Wooldridge's property

7 – 9:30am

Travel to Wagin

186 km – about 2 hours 30 mins



9:30 – 1:30pm

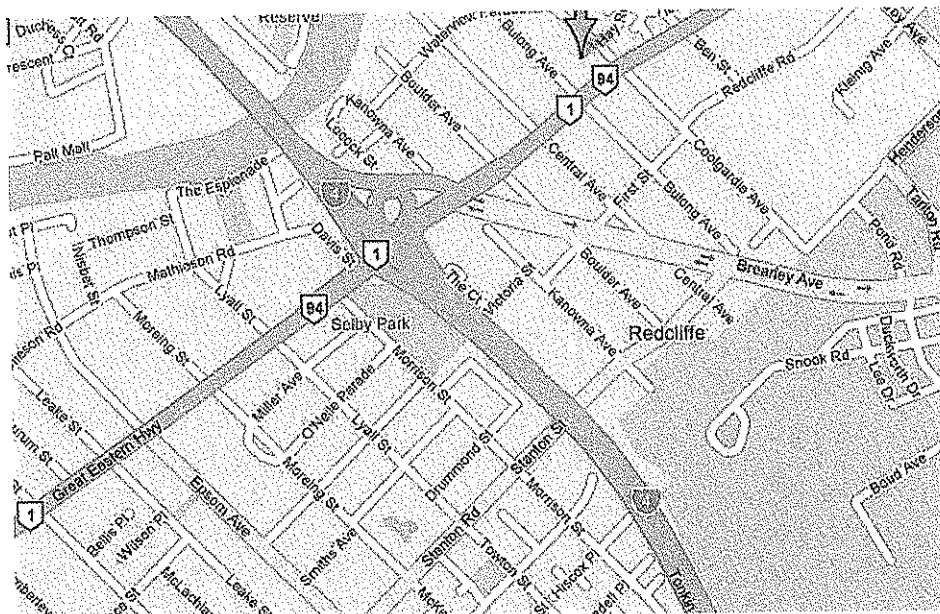
View Brad Wooldridge's property
Lunch provided

1:30 – 4pm

Return to Perth

4 – 4:30pm

Meet at Kondinin Group head office
Unit 4/398 Great Eastern Highway, Redcliffe



Monday

February 18, 2008

Air travel

4:30pm

Drop cars off at Budget hire car area at the Perth airport.

Qantas Airways Flight 810 Booking Code:O Date:

From: Perth Arpt, Perth WA - Australia

To: Adelaide Arpt, Adelaide Australia

Departs: 6:15 PM Arrives: 10:35 PM

Hire cars

Reservation numbers: 14287423AU3 and 14287545AU6

Drivers registered to collect cars are: Lynton Arney and Henry White

Collect from the BUDGET HIRE CAR desk at the Adelaide airport.

Accommodation

Check-in ~ 11pm

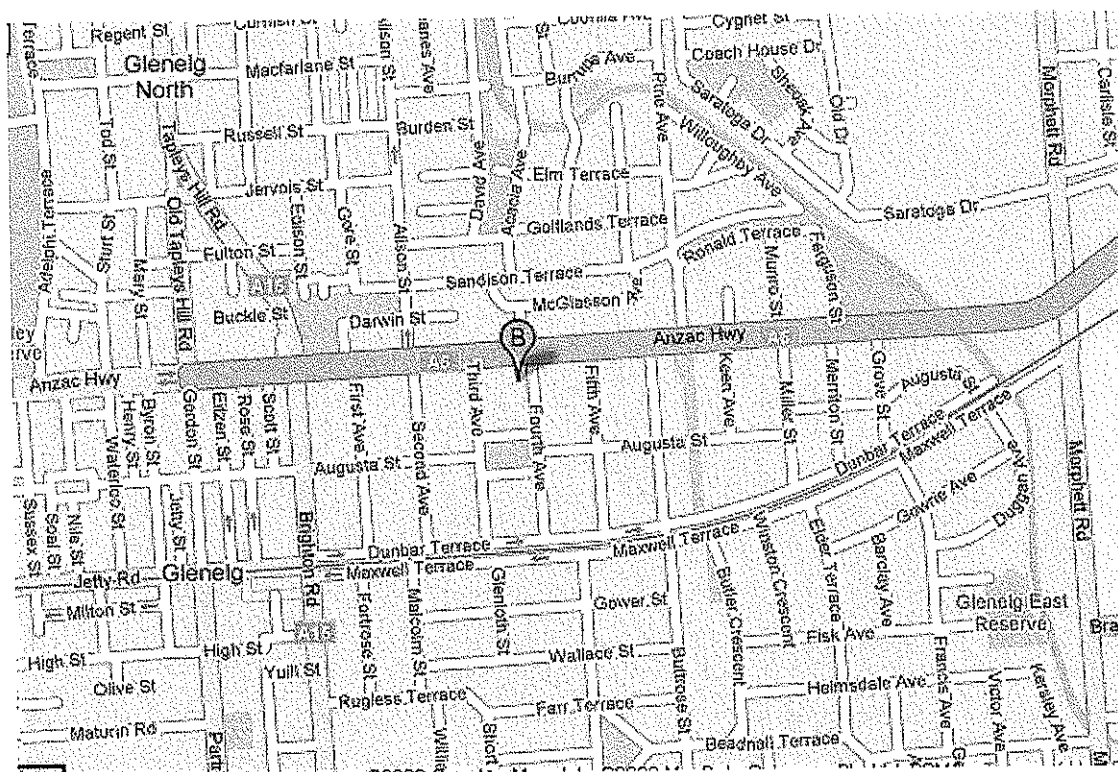
Comfort Inn Haven Marina Adelaide

626 Anzac Hwy, Glenelg East, SA 5045

08 8350 5199

5 rooms, continental breakfast included

Any other expenses are your responsibility (i.e. mini bar, movie etc)



Tuesday

February 19, 2008

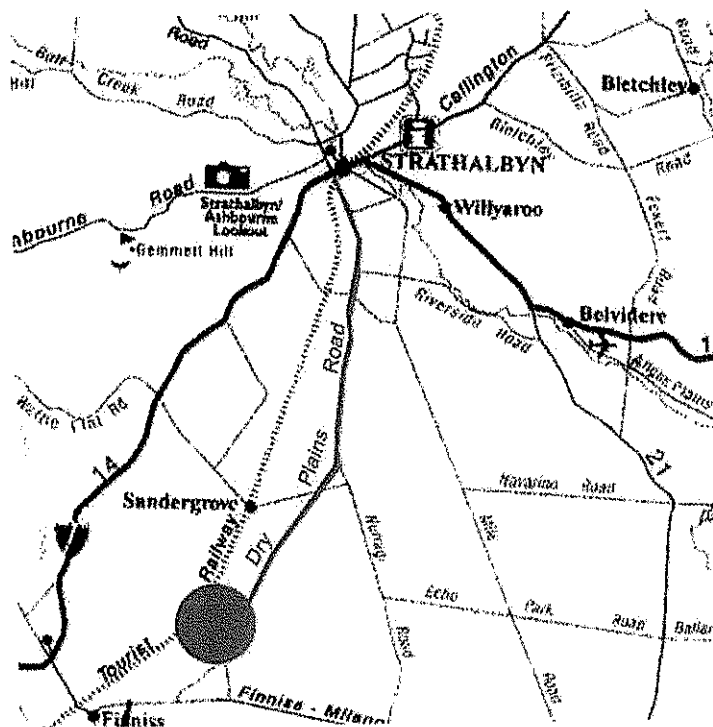
7:45am

Check out of Comfort Inn Haven Marina

Visit to Lynton Arney's property

8 – 9am

Travel to Strathalbyn
56 km – about 1 hour

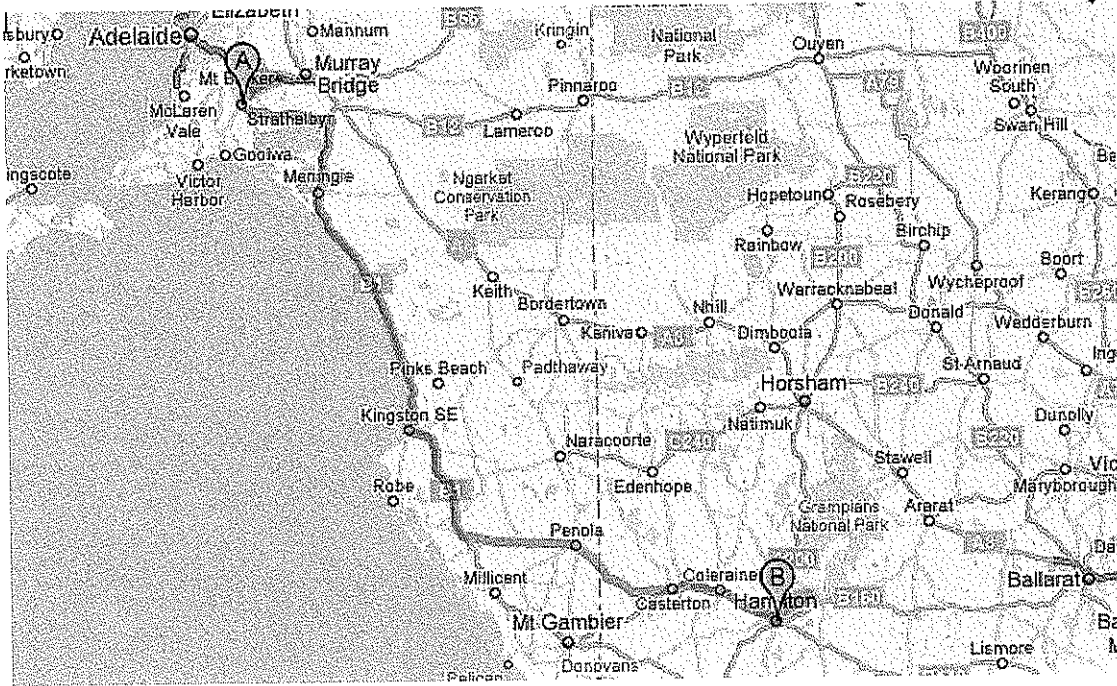


9 – 1pm

View Lynton Arney's property
Lunch provided

February 19, 2008

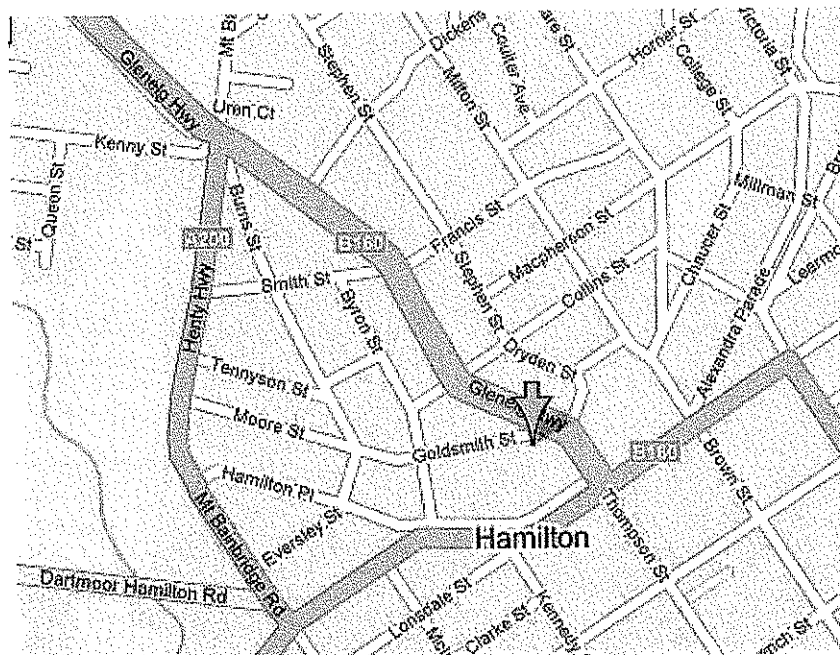
Travel to Hamilton, 492 km – about 6 hours



Accommodation
7pm

Book into accommodation
Goldsmith Motel
28 Goldsmith Street, Hamilton
03 5572 4347

5 Rooms, continental breakfast included
Any other expenses are your responsibility (i.e. mini bar, movie etc)



Tuesday

February 19, 2008

Special event
7:30pm

Evening dinner in Hamilton
Gilly's Café and Restaurant
106 Gray Street, Hamilton

Meal expenses covered with limited alcohol.



Raising the Baa competition partners attending the dinner and the visit to Andrew Duffy's property the following day are:

Richard Price
Grain and Graze

Renelle Jeffrey
Senior project officer - sustainable production systems
Australian Wool Innovation Limited

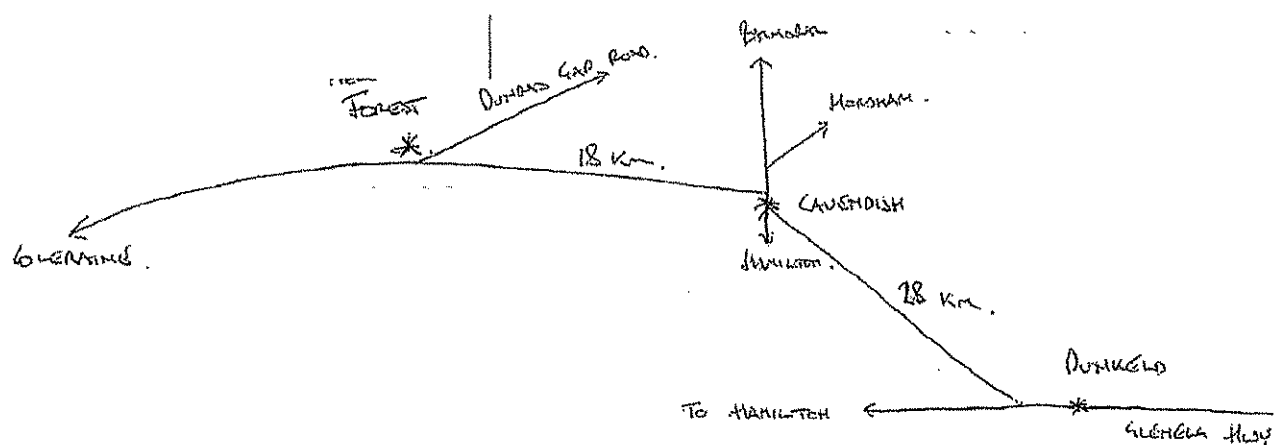
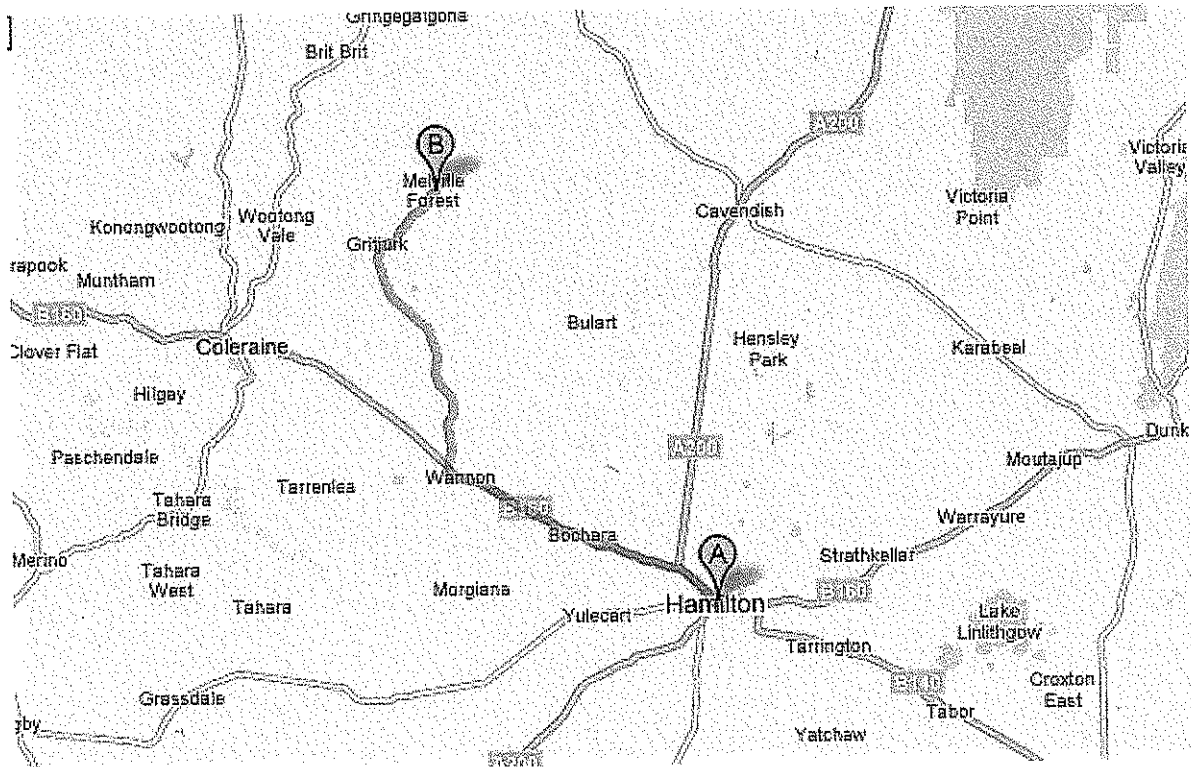
Mary Goodacre
Australian Wool Innovation Limited

Dr Alex Ball
Manager, lamb and sheepmeat R&D
Meat and Livestock Australia

February 20, 2008

7 - 8am

Travel to Melville Forest, 40 km – about 45 mins



8 – 2pm

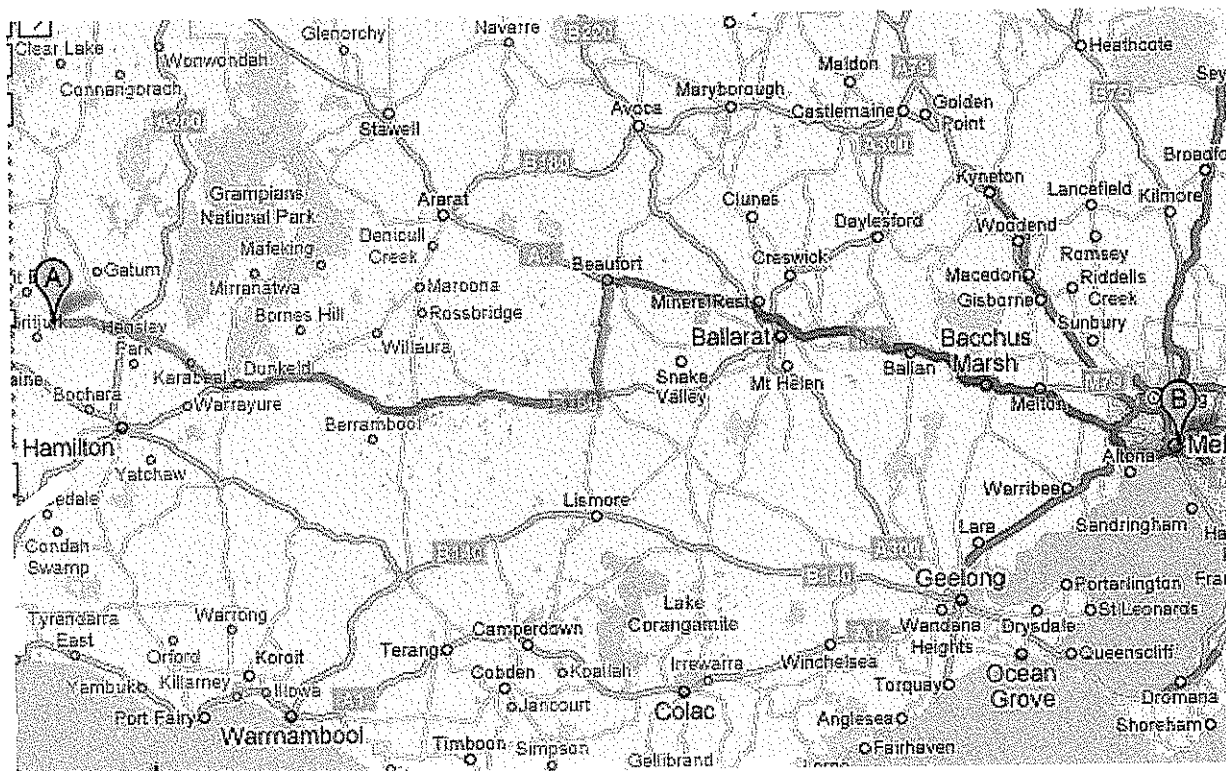
View Andrew Duffy's property
Lunch provided

Wednesday

February 20, 2008

2 – 6:30pm

Travel to Melbourne, 339 km – about 4.5 hours



Air travel
6:30pm

Drop cars off at Budget hire car area at the Tullamarine airport.

Qantas Airways Flight 1013 Booking Code:N
From: Tullamarine Arpt, Melbourne VI - Australia
To: Hobart International Arpt, Hobart Australia
Departs: 7:55 PM Arrives: 9:05 PM

Hire cars

Reservation numbers: 14287587AU6 and 14287604AU2

Drivers registered to collect cars are: Chris Headlam and Brad Wooldridge
Collect from the BUDGET HIRE CAR desk at the Hobart airport.

Wednesday

February 20, 2008

Accommodation

9:30pm

Book into accommodation

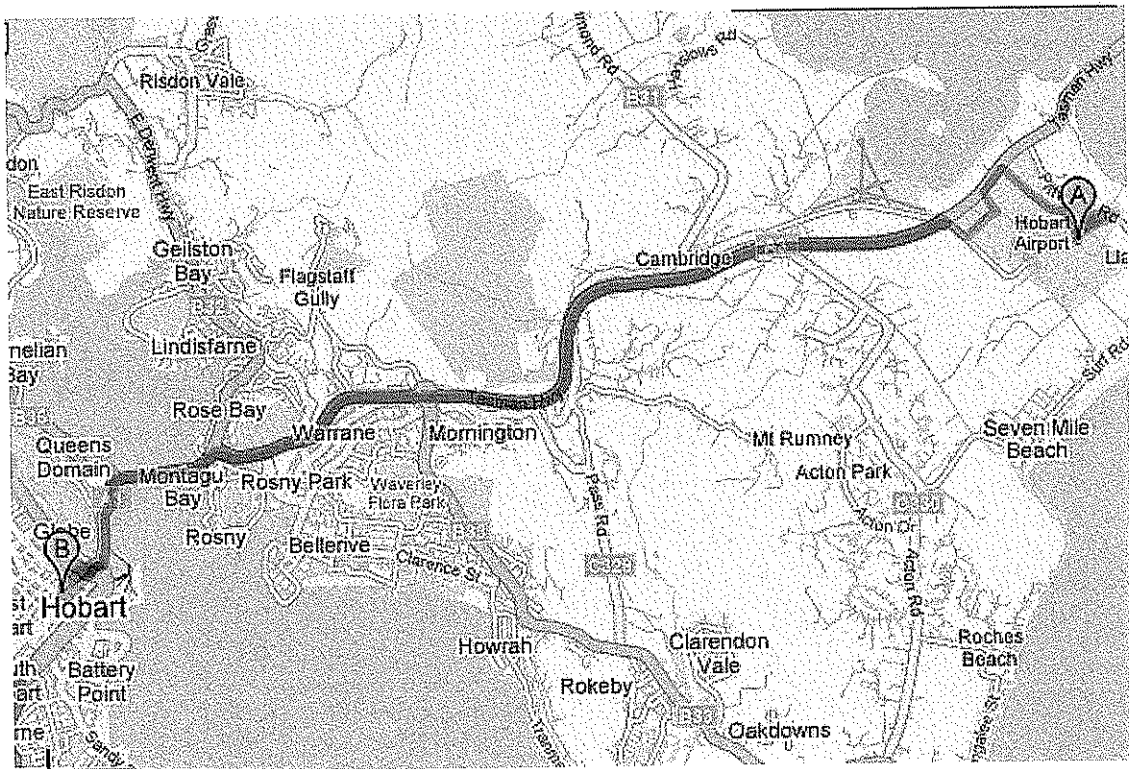
Hobart Midcity Hotel

Cnr Elizabeth and Bathurst Street, Hobart

03 6234 6333

5 Rooms, continental breakfast included

Any other expenses are your responsibility (i.e. mini bar, movie etc)



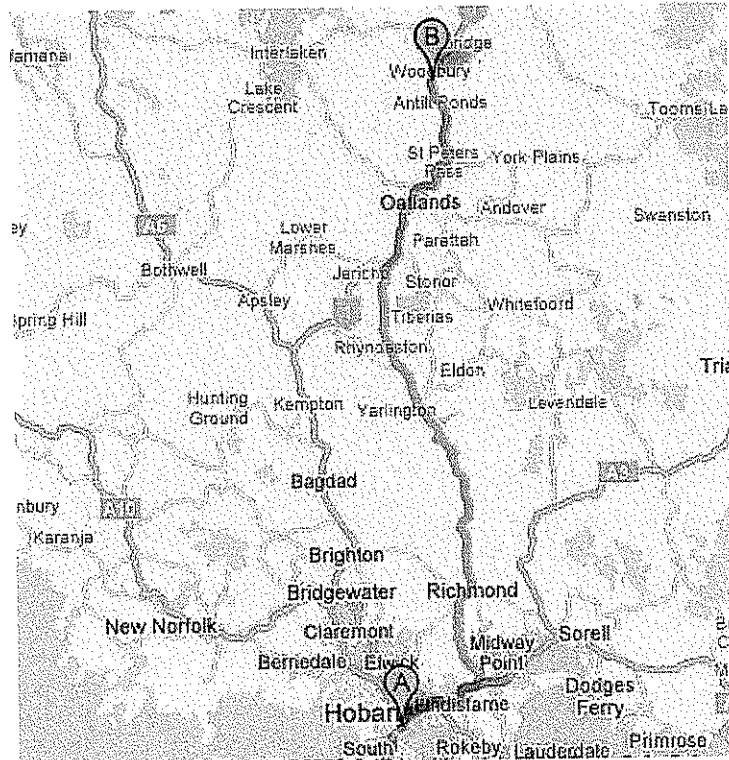
Thursday

February 21, 2008

Visit to Chris Headlam's property

7:30 – 9pm

Travel to Woodbury, 100km – about 1.5 hrs



9 – 1pm

View Chris Headlam's property
Lunch provided

1 – 2:30pm

Travel back to Hobart

Air travel
3:30pm

Drop cars off at Budget hire car area at the Hobart airport.

Qantas Airways Flight 1012 Booking Code:S
From: Hobart International Arpt, Hobart Australia
To: Tullamarine Arpt, Melbourne VI - Australia
Departs: 4:50 PM Arrives: 6:00 PM

Qantas Airways Flight 636 Booking Code:O
From: Tullamarine Arpt, Melbourne VI - Australia
To: Brisbane Arpt, Brisbane Australia
Departs: 8:05 PM Arrives: 9:10 PM

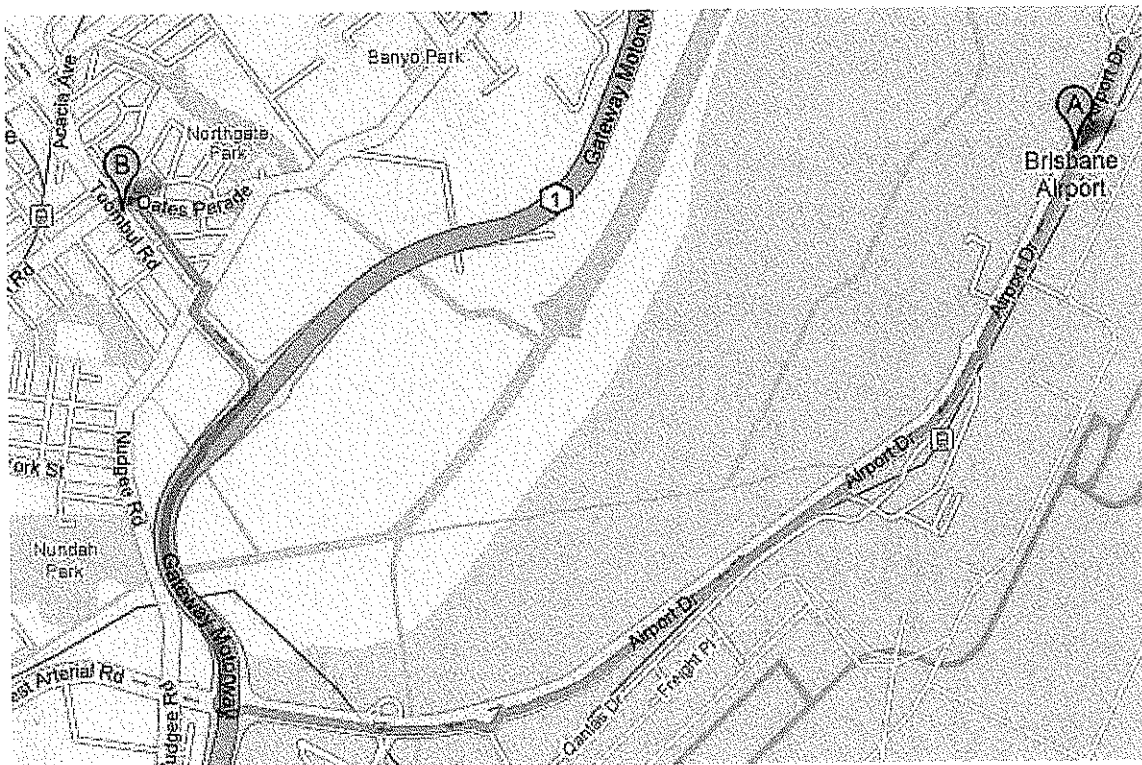
Thursday

February 21, 2008

Accommodation 10pm

Book into accommodation
Comfort Inn Northgate Airport, Brisbane
186 Toombul Road, Northgate, Queensland
07 3256 7222

5 Rooms, continental breakfast included
Any other expenses are your responsibility (i.e. mini bar, movie etc)



Friday

February 22, 2008

Air travel

7am

Arrive at airport to fly to Longreach

Qantas Airways , Operated By: QANTASLINK - SUNSTATE AIRLINES
Flight 2534 Booking Code:N
From: Brisbane Arpt, Brisbane Australia
To: Longreach Arpt, Longreach Australia
Departs: 8:15 AM Arrives: 11:15 AM

Hire car

Reservation number: 14287741AU6

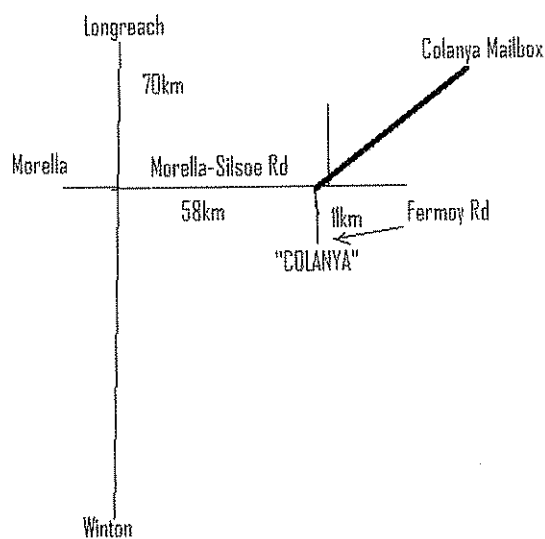
Driver registered to collect car is: Pat Hegarty

Collect **4WD** from the BUDGET HIRE CAR desk at the Longreach airport.

12 – 2pm

Travel to Colanya, 139 km – about 1 hour 50 mins

Visit to Pat Hegarty's property



2 – 6pm

View Pat Hegarty's property
Afternoon tea provided

Friday

February 22, 2008

Accommodation

6 – 8pm

Book into accommodation

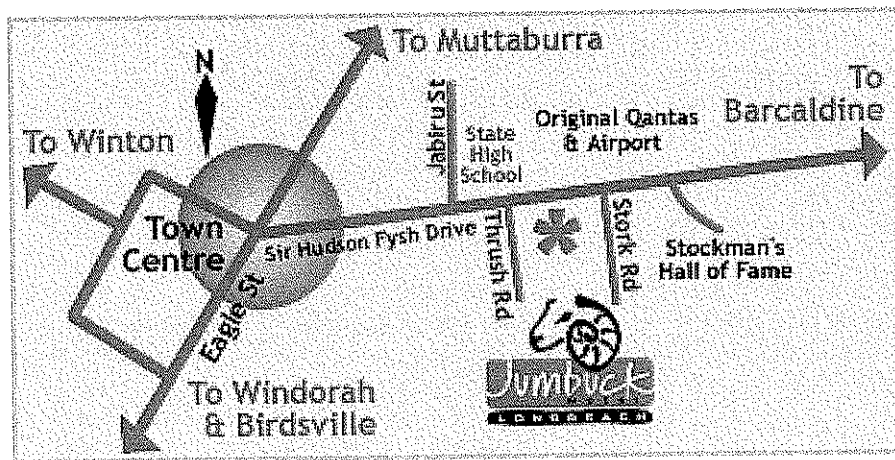
Jumbuck Motel

Sir Hudson Fysh Drive, Longreach

07 4658 1799

5 rooms, continental breakfast included

Any other expenses are your responsibility (i.e. mini bar, movie etc)



Saturday

February 23, 2008

Air travel
8:30am

Drop car off at Budget hire car area at the Longreach airport.

Qantas Airways , Operated By: QANTASLINK - SUNSTATE AIRLINES
Flight 2533 Booking Code:N
From: Longreach Arpt, Longreach Australia
To: Brisbane Arpt, Brisbane Australia
Departs: 9:20 AM Arrives: 11:05 AM

Qantas Airways Flight 529 Booking Code:O
From: Brisbane Arpt, Brisbane Australia
To: Sydney Kingsford Smith Arpt, Sydney NS - Australia
Departs: 12:15 PM Arrives: 2:45 PM

Qantas Airways , Operated By: QANTASLINK - EASTERN AUST. A/L
Flight 2006 Booking Code:O
From: Sydney Kingsford Smith Arpt, Sydney NS - Australia
To: Tamworth Arpt, Tamworth NS - Australia
Departs: 3:40 PM Arrives: 4:45 PM

Hire car

Reservation number: 14287808ZAU3

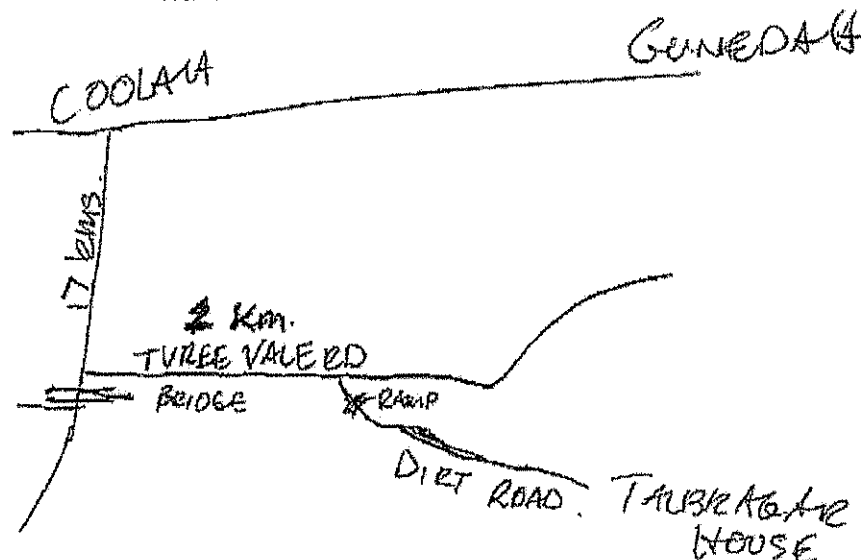
Driver registered to collect car is: Henry White

Collect **4WD** from the BUDGET HIRE CAR desk at the Tamworth airport.

Visit to Henry White's property

6 – 8pm

Travel to Coolah



Accommodation

Talbragar House
Dinner provided

Sunday

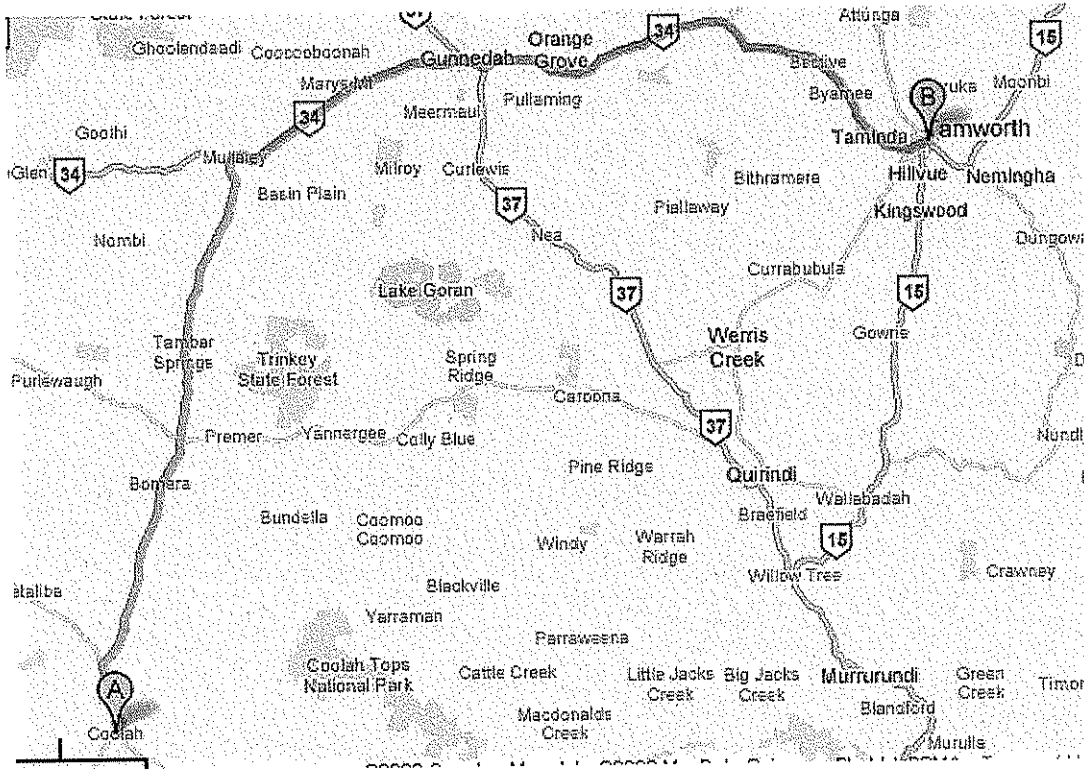
February 24, 2008

7 – 11am

View Henry White's property

11 – 1pm

Return to Tamworth



Air travel
1pm

Drop car off at Budget hire car area at the Tamworth airport.

Qantas Airways , Operated By: QANTASLINK - EASTERN AUS. A/L
Flight 2005 Booking Code:N
From: Tamworth Arpt, Tamworth NS - Australia
To: Sydney Kingsford Smith Arpt, Sydney NS - Australia
Departs: 1:45 PM Arrives: 2:50 PM

Return air travel to home states
4:25pm

Lynton leaves for Adelaide
Qantas Airways Flight 765 Booking Code:N
From: Sydney Kingsford Smith Arpt, Sydney NS - Australia
To: Adelaide Arpt, Adelaide Australia
Departs: 4:25 PM Arrives: 6:05 PM

5:00pm

Chris leaves for Hobart (via Melbourne)
Qantas Airways Flight 453 Booking Code:N
From: Sydney Kingsford Smith Arpt, Sydney NS - Australia
To: Tullamarine Arpt, Melbourne VI - Australia
Departs: 5:00 PM Arrives: 6:30 PM

Qantas Airways Flight 1013 Booking Code:N
From: Tullamarine Arpt, Melbourne VI - Australia
To: Hobart International Arpt, Hobart Australia
Departs: 7:55 PM Arrives: 9:05 PM

6:05pm

Pat leaves for Brisbane
Qantas Airways Flight 544 Booking Code:N
From: Sydney Kingsford Smith Arpt, Sydney NS - Australia
To: Brisbane Arpt, Brisbane Australia
Departs: 6:05 PM Arrives: 6:35 PM

7:20pm

Brad leaves for Perth
Qantas Airways Flight 583 Booking Code:N
From: Sydney Kingsford Smith Arpt, Sydney NS - Australia
To: Perth Arpt, Perth WA - Australia
Departs: 7:20 PM Arrives: 10:05 PM

Accommodation
7:30pm

Pat to book into accommodation
Comfort Inn Northgate Airport, Brisbane
1 Room, continental breakfast included
Any other expenses are your responsibility (i.e. mini bar, movie etc)

Monday

February 25, 2008

Air travel
6:55am

Pat leaves for Longreach
Qantas Airways , Operated By: QANTASLINK - SUNSTATE AIRLINES
Flight 2530 Booking Code:N
From: Brisbane Arpt, Brisbane Australia
To: Longreach Arpt, Longreach Australia
Departs: 6:55 AM Arrives: 9:55 AM

The tour has finished!

Kondinin Group, together with competition partners Australian Wool Innovation, Meat and Livestock Australia, CRC for Sheep Industry Innovation and Grain and Graze, hope you enjoyed the inaugural Raising the Baa national tour.

We'd appreciate your comments and feedback on all aspects of the tour. A feedback form is attached and you can send these to Debbie Boxall in the following ways:

Postal: Reply paid 913
Cloverdale WA 6985

Free fax: 1800 657 509

Feedback

We would sincerely appreciate your feedback on your Raising the Baa experience. Please complete the following form and send back to Kondinin Group as soon as possible.

1. Please rate how satisfied you were with the initial running of the competition.

1	2	3	4	5
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

If you were dissatisfied, please tell us why.

2. Please rate how satisfied you were with the judging process.

1	2	3	4	5
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

If you were dissatisfied, please tell us why.

3. Please rate how satisfied you were with the tour preparation.

1	2	3	4	5
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

If you were dissatisfied, please tell us why.

4. Please rate how satisfied you were with the national tour itself.

1	2	3	4	5
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

If you were dissatisfied, please tell us why.

5. How would you rate Kondinin Group's management of the competition?

1	2	3	4	5	6	7
Very poor	Poor	Unsatisfactory	Neutral	Satisfactory	Good	Excellent

Comments.

6. How has the competition impacted on your farming enterprise?

7. Do you have any comments or recommendations for future competitions?

Thank you

Feedback Raising the Baa 07/08

1. Please rate how satisfied you were with the initial running of the competition.

		ii		iv
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

Comments

Chris Headlam – May need to try to encourage more entries in TAS.

Brad Wooldridge – Initial information arrived after interviews with ABC radio – not very prepared for interview – otherwise good. Being first group meant not much prior knowledge of competition.

Chris White – We had the impression from the initial competition promotion that the state winners prize was for two (if you read the initial wording, it can be interpreted this way). As a follow on to this, it was apparent that all state winners were family business operations where there was more than one active member involved in the business – my suggestion is that this be recognised by including a second member in the state winners prize.

2. Please rate how satisfied you were with the judging process.

		i	v	
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

Comments

Chris Headlam – Maybe two judges to visit all properties entrants.

Brad Wooldridge – Those on tour were exceptional, very worthy winners with a lot of passion and enthusiasm, well chosen (other comments to Kondinin Group).

Lynton Arney – Cannot understand the decision made by judges selecting overall winner.

Chris White – It was a little unnerving to find The Land (rural press) journo arrive 10 minutes before the judges, without any notice given to us that he was going to be present. The judges presented well, and were excellent in developing great discussion as the afternoon went on. My only hesitation was Nigel's opening line "So tell us your story", rather than a more pointed opening question. Would like to hear what the judges themselves said about the judging process.

3. Please rate how satisfied you were with the tour preparation.

			i	v
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

Comments

Chris Headlam – Excellent tour. Very organised.

Brad Wooldridge – Debbie, well done. Fast and furious with impeccable planning. Maps and itinerary brilliant. It is possible I change terminals in Sydney in 15 minutes. All bookings/hire cars ran like clockwork without a single hitch.

Pat Hegarty – Debbie was very patient and understanding of all our other commitments which kept throwing a spanner in the works for trying to fix a date for the tour. Much appreciated.

Lynton Arney – It was a tough job to get farmers from different areas to agree when to leave the farm for a week.

Chris White – Debbie, you did a great job considering everyone was really an unknown and only had one common link as a state winner of the competition. Possibly would have been nice to have been given the opportunity for me to source cheaper air fares (via e-deals), and this may have made it easier for other partners to join in on the tour.

4. Please rate how satisfied you were with the national tour itself.

				vi
Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

Comments

Chris Headlam – It was a fantastic week. I have gained a lot of knowledge off State winners.

Brad Wooldridge – Brilliant – this is the major prize. Touring allows discussion/clarification. What a fantastic trip.

Pat Hegarty – Debbie did an excellent job of organising 6 people from 6 states to all be on the same plane at once. Travel and accommodation arrangement were spot on. Really enjoyed visiting each (... bottom of page cut off from fax...)

Chris White – Excellent group dynamics during the whole week. The adage that the sum is greater than the parts was true – the depth of discussions reached quite intricate and high levels, particularly with the format of a morning/lunch property visit, then the afternoon/evening travelling period (this travel period provided a regular platform for tour members to discuss/dissect issues). I have to say that including a second member from each business would only improve these dynamics. I actually think that this was the highlight of the tour, and probably should be used for promoting the next competition. The dinner with official delegates in Hamilton was interesting, but I have to say I was unsure what the expectation of the evening was. It was great to gain an understanding of AWI's objectives through discussions with Renelle during the property tour of Melville Forest the next day. One worthwhile suggestion to the tour agenda is to include a visit to venues like the Sheep CRC (since the group flew into Tamworth and the CRC was less than an hour's drive from there), or another industry facility, if it ties in with the geography of the state winners. This way, tour members can network with industry researchers/advisors as well as with other sheep producers.

5. How would you rate Kondinin Group's management of the competition?

					ii	iv
Very poor	Poor	Unsatisfactory	Neutral	Satisfactory	Good	Excellent

Comments

Chris Headlam – Competition was well run. Maybe more focus from judges on innovative farming of sheep and handling systems.

Brad Wooldridge – Ran like clockwork. Chosen four farmers very compatible (... I think that's what he wrote...). Well planned route. Group a pleasure to tour with.

Chris White – See my comment earlier regarding misinterpretation of the original state winners prize (I wasn't alone with this, either). Would have been useful to have included a Kondinin representative at the delegates dinner in Hamilton. Very little promotion about the competition in NSW (only Feedback magazine and Farming Ahead – nothing seen in the Rural Press). Absolutely no follow up coverage from the media after the state winner was announced in NSW – unlike WA and SA. May need to promote the competition through ABC Rural, as this organisation is one of the largest nation-wide media sources for rural news and events. I get the hunch that some states embrace the opportunity to provide positive promotion about the sheep industry, whilst the other states' media aren't really all that interested. The editorial done on our specific business has not been quite true and correct – this includes the Rural Press article (the final copy was not sent to us for review), and also the little 'taster' published in the current Farming Ahead magazine. Fleur has, however, been very good at giving us the opportunity to review the Farming Ahead editorial on our business.

6. How has the competition impacted on your farming enterprise?

Chris Headlam – It has opened my eyes to a number of production issues, innovative handling systems and general sheep farming knowledge across Australia. Has made me more focused on continuing to improve our production systems.

Brad Wooldridge – Ideas ideas ideas from small innovations to risk management/farm management structures. Seeing how different people tackle challenges and why they do as they do – very good. How partners/spouses are very much involved and a part of a successful farm – re enforcement of importance of.

Pat Hegarty – Definitely. It has opened my eyes to new ways of thinking. Learnt a great deal just talking to 4 other people who were all very experienced and switched on. I enjoyed having these guys inspect my property and to hear their constructive criticism and ideas. I feel I got a great deal out of the tour, and consider it a privilege to have had the chance to tour with a really great group of people. Even though our farming systems are so different and a world apart I picked up a lot of tips and ideas from the different enterprises.

Lynton Arney – We had to delay our A1 programme 10 days. Staff was on holidays during tour but Claire able to cope OK.

Henry White – Whilst travelling with the other finalists, I found several times that ideas of managerial processes and setups etc either firmed up or were discarded after discussion with the others or after each visit. I found the interaction with the others interesting and beneficial. There will also be some adaptation of some mechanical processes and tools etc that were noted and discussed during and after visits.

Chris White – Well worth the effort to enter the competition for the stimulation of discussing business ideas with other forward thinking people (particularly for those in the sheep industry – often a rare find). Raising the Baa could also be a useful foundation for developing an alumni type network – this network could be extremely useful for industry commentary in addition to the publishing of case studies in AWI and Farming Ahead publications. Henry and I will definitely be continuing to liaise with the other state winners for future business and personal interests.

7. Will you consider trying any of the ideas you've seen on your own property?
If yes, which ones?

Chris Headlam – 1. a number of sheep handling systems, crutching trailers, sheep yard design, woolshed design and fencing ideas. 2. due to mulesing ban in 2010, will focus more on genetics of Merino rams for bare breech ewes, plain body and large frame. 3. grazing management, fence and water infrastructure improvements. 4. work on business plan (and succession plan).

Brad Wooldridge – Yes, renewed enthusiasm to try more perennials to spread risk and spread of feed supply. Innovative ideas – gate ends, sheering shed layout/ideas. For planning to include an outline of objectives. Farming “on and in” the farm. Weekly meetings with clear objectives for the week. Re-build sheep yards – some good ideas.

Pat Hegarty – Yes, I am particularly interested in trying rotational grazing. I questioned Brad at length on his system. He was very helpful. I have a big kangaroo problem and the group had a lot of interesting thoughts on how to manage the problem. Will be trying some of these. I liked the way the guys had their country subdivided into smaller paddocks. I am sure we could manage our land better by doing more fencing. I was encouraged to participate in ‘Grazing for profit’ schools. Will look into this with my family.

Lynton Arney – Very impressed with pastures from space and feed budgeting by Brad Wooldridge.

Henry White – Uptake of NLIS sheep tags for management. More objective measurement of sheep. Alterations of shearing shed/yards. May change to pre-joining feeding for (flushing?) of ewes for joining. Many other ideas and practices will be chewed over and discussed with the management of sheep by the others found to be very interesting.

Chris White – Drafting races, lotfeeding scenarios, ram marketing options, pasture/feed analysis systems, wine tasting in Coonawarra.

8. Do you have any comments or recommendations for future competitions?

Chris Headlam – I would like to see the national winner title/prize be incorporated into the State winners prize. In future, both partners or two people from each business (State winners) can attend tour. Also maybe a day or two extra to allow for other visits to relevant places such as Sheep CRC or AWI research farm. Thanks.

Brad Wooldridge – 1. no national winner, spend money to include spouse/partner or discount for. 2. use past winners as part of the State judging panel. 3. focus on passion and effective partnership with partner. 4. keep it a fast, furious tour. 5. example Tassie – overnight on ferry or arrive Hobart, visit Ross wool museum, out Launceston. 6. include Sheep CRC if nearby/time allows (already flight). 7. some routes we altered due to local knowledge – well done to those. 8. mentor from visit, brief desc., shed tour, innovation, path, sheep in yards if possible. Accommodation out of city centres to small towns – easier to find and less traffic especially if

landing at night. Meals at farms excellent idea. Competition a great way to extend inter-state ideas/contacts.

Pat Hegarty – I got a lot out of the experience and am sure others would also. I hope it can continue in future. The other members have probably said the same things as we discussed it. We feel there should only be State winners as I feel it is very hard to single/out to be a national winner. It may be a good idea to have previous State winners on the judging panel in their own state. Overall, I thought the competition and tour was very well organised. I did wonder why there was differing numbers of judges at various places. I appreciate that it is a big country and it is hard to have all done completely evenly. Many thanks.

Lynton Arney – Consider hiring a people mover so all travel together. Accommodation could be more on the edge of city in the direction of state winner's property to make easier when trying to get out of city in peak hour next morning. Nomination for competition by another person or perhaps include name of a referee if self-nominated. The pace of the trip was fast but good. It maintains focus. Winners could be encouraged to keep visits at 3-4 hours maximum and if possible plan slight detours past points of interest perhaps include a research centre or 2.

Henry White – The organisation and putting together was very well done. In the future it might be interesting to change the competition to just state winners and wives (partners) and spend the money for the winner on bringing spouse (partner) on tour. The one constant I found talking to the others was that their partner was very proactive in the business and therefore said that some of the other partners could not participate in the tour.

Chris White – Include 2 members from each state winner's business for the national tour. Reconsider the benefits to the industry with a Raising the Baa network (which develop during the travelling tour). I question the benefits returned from the \$ invested in the National Winners prize compared to the return from the \$ invested in the National Tour for state winners. Maybe the national winner can be awarded a trip to participate at an international conference/field day/seminar rather than place of choice. (Incidentally, the judges didn't ask us anything about our choice of destination, so do wonder if this was included in the judging process). I guess you need to wait to get feedback from Andrew before you review this, but I suggest the National Winner should have a commitment to communicate their findings from their trip back to the industry.

Additional comments

Brad Wooldridge – Take digital camera and notebook – lots to write.

Lynton Arney – Raising the Baa is a great initiative and I hope that it continues for many years. I was really impressed with the diversity of country and the extent of knowledge in the group. I would be happy to assist future Raising the Baa competitions in SA if required.

Henry White – On the whole, I found the tour immensely interesting and felt highly privileged to be chosen. Thank you very much for a wonderful trip.

CASE STUDIES

Milestone 8

Activities undertaken and completed

- Contact was again made with each of the State winners.
- Case studies were written on each State winner and published in three editions of *Farming Ahead*.

Learnings

- State winners appreciated the ability to describe their operations through *Farming Ahead*.
- Case studies added value to the process at minimal additional expense.
- Case studies provided a good vehicle for extension of the success of these producers to other producers.

Improvements for the future

- There may be an option to explore featuring the State and national winners at industry gatherings through personal presentation or via printed material.
- Incorporate winners into a major State and national agricultural event

Appendix 5 – copies of outputs

- Case studies that appeared in *Farming Ahead*.



LIVESTOCK
WOOL

Farm information

FARMERS
Andrew Dufty

LOCATION
Hamilton, Victoria

PROPERTY SIZE
1450ha

ENTERPRISES
Fine wool

ANNUAL RAINFALL
550-650mm

SOIL TYPE
Grey sandy loam

SOIL pH
4.5



Toni
Nugent

KONDIRIN GROUP

A vision to be one of Australia's best wool producers and a commitment to continual improvement has seen Victorian farmer Andrew Dufty take out the major prize in the Raising the Baa competition. Andrew was recognised for the efficiency and profitability of his wool enterprise as well as his innovative approach to property improvement.

Planning and vision pays off

At a glance

- In 2000 Andrew Dufty and his family took the reins to their property, Melville Forest, setting out with an ambitious goal to be one of Australia's leading wool producers in terms of volume.
- An increase in sheep numbers has seen the Duftys turn significant amounts of once-cropped land to pasture.
- Benchmarking has helped Andrew reduce his production costs to almost \$4 below the State average and increase his gross wool margins to \$80 above the State average.
- Innovative improvements to paddock design and water management has made day-to-day management more efficient.
- The Duftys have taken a proactive approach to environmental sustainability, including planting more than 150,000 trees since 2000. The family is also investigating the possibility of carbon credits derived from 70ha of newly planted native tree species.

The national winner of the Raising the Baa competition, Andrew Dufty, Victoria, has achieved his goal to be a part of Australia's top one per cent of wool producers in terms of volume.

The goal called for the production of 300 bales of wool annually and was set when the family, Andrew his wife Kim and children, purchased their property, Melville Forest, Hamilton, during 2000.

The mission was accomplished when the Duftys' 2006-2007 clip totalled 308 bales with an average micron of 18.5.

Marketing matters

For Andrew the increased volume opens avenues to market his clip in a more creative way. For example a 40-bale consignment of the 2007-2008 clip is headed to the Merino Company for inclusion in active sportswear.

Andrew has had pleasing results with forward contracts and intends to continue to forward sell when the price is right.

Sheep numbers have also increased during the past seven years. As a result, areas traditionally sown to crops have increasingly been transferred over to pasture. The plan is to sow 100 hectares annually over the next 10 years.

Andrew said the combination of improved pastures and sheep genetics puts the family on track to reach their goal of producing at least 50 kilograms per hectare clean wool within the next five years.

Keys to success

Arguably the key to the Duftys' success and their efficient operation is having a written business plan with clearly defined

goals and milestones. All management decisions and planning are made by Andrew and Kim, with some input from Andrew's parents.

Labour efficient and profitable

The Duftys currently run 13,500 Merinos on the 1450ha property and are working to increase grown sheep numbers to 15,000 during the next five years.

Benchmarking has been instrumental to Andrew's success and has allowed him to increase his labour efficiency from 6126 dry sheep equivalents per person during 2003 to 8983 DSE/person in 2007.

Comparative analysis has been used to benchmark since 2003-2004 with the Victorian Department of Primary Industries Wool Industry Farm Monitor Project.

What is Raising the Baa?

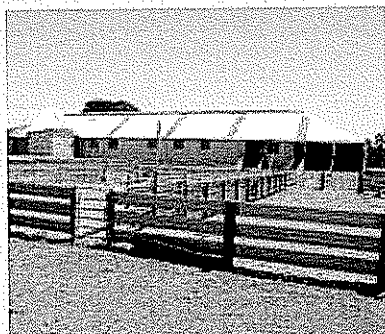
The national Raising the Baa competition was designed to showcase innovative, sheep meat and wool producers and to provide ideas and inspiration to all those involved in the industry.

The competition was run in conjunction with Kondinin Group, Australian Wool Innovation, Meat and Livestock Australia, Sheep Cooperative Research Centre, Grain and Graze and supported by Rural Press.

The national winner was awarded a \$10,000 overseas study tour for two and the six State winners will take part in a national tour of each winner's property valued at \$4000 each.



The keys to success



Making work easier: The Duftys have made significant improvements to farm infrastructure to improve sheep handling systems including



Trees to grow profit: The Duftys have planted a crop of native tree species with the outlook of capitalising on the developing carbon credit market.



Put out to pasture: An increase in sheep numbers has seen the Duftys turn a significant portion of land that was once cropped to pasture.

Photos: David Henjusz

The Duftys' cost of production was \$10.82/kg clean wool during 2007, almost \$4/kg below the State average of \$14.23/kg clean wool.

Wool gross margins for 2007 were \$237/ha, an increase of \$115/ha since 2005 (\$122/ha) and well above the State average of \$157/ha.

Operating profit for the wool enterprise has also increased dramatically from \$61/ha during 2005 to \$108/ha in 2007. This compares favourably with the State average of minus \$44/ha.

In addition to running an extremely efficient fine wool operation, Andrew works 30–50 hours a week off-farm sourcing land for a blue gum company.

Arguably the key to the Duftys' success and efficient operation is having a business plan with defined goals and milestones.

A commitment to continued improvement

The Duftys have made extensive improvements to the property, including extending and improving laneways, updating sheep handling systems (new easy-flow covered yards), pasture improvement programmes and better water supplies where dams supply tanks that reticulate to troughs. Stock also drink from dams.

Most paddocks directly access the laneway system, of which most have been gravelled to allow for year-round access.

Fencing-off all creeks has also helped mustering and pasture management.

Difficult-to-manage areas have been either revegetated or planted to blue gums under long-term forestry leases that provide a current annual return of about \$300/ha.

Environmental impacts and benefits

Environmental development has been ongoing since the Duftys established themselves at Melville Forest.

More than 150,000 trees have been planted to address stream health, soil erosion and increased pasture use. Funding for these plantings has been a mix of both private and grant money.

An environmental best management practice audit was carried out on the property during 2001–2002.

The audit identified areas for attention and work has since been carried out including increasing the percentage of protected native vegetation, establishing and maintaining perennial pastures, improving water availability and access, improved knowledge of land classes and capabilities and establishing stock containment area.


Being carbon smart

Andrew has planted 70ha to native tree species suitable for carbon sequestration. He has been in talks with Co2 Australia but admits he is still trying to 'get his head around the process' and is happy to sit back and see how this new industry develops.

The Duftys are also on a share basis with Timbercorp for any credits generated as part of the blue gum lease.

Looking abroad

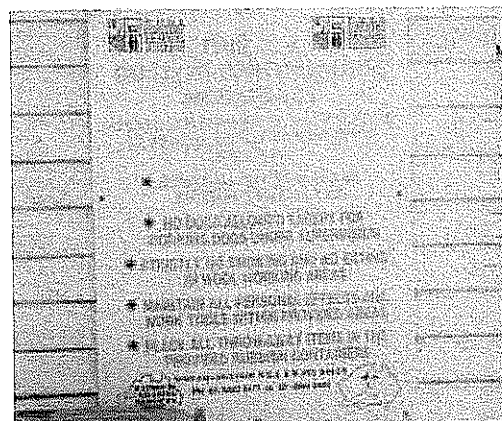
As part of his prize, Andrew will visit other State winners and will also travel to England and Denmark to see what impact increasing environmental regulation is having on agricultural enterprises.

Andrew said increasing environmental regulation would rapidly become a fact of life on Australian farms and it was important farmers understood the impacts on wool growing and general farming before implementing such schemes. This will allow integration into farming systems with little impact on production and profitability. 

CONTACT ▶ Toni Nugent is a research officer and writer for *Farming Ahead*.

✉ toni@kondinin.com.au

More than 150,000 trees have been planted to address various issues including stream health, soil erosion and increased pasture use.



What the judges liked

● A panel of five judges including Kondinin Group deputy chief executive officer Richard Price dubbed Andrew's operation as brilliant — a great example of what can be achieved if appropriate infrastructure is implemented.

Most impressive was Andrew's 'excellent, logical and solid planning and implementation.'

The high efficiency of the business, derived through paddock design, effective water systems, practical yard layout and an easy-to-manage grazing system was also noted.

The judges praised Andrew's communicative ability, people management skills and depth of industry knowledge.



Laureta
Wallace

KONDININ GROUP

Clever marketing finds niche

The only Border Leicester breeder among the Raising the Baa State winners, Lynton Arney, Strathalbyn, South Australia, is setting the standard for other meat sheep breeders.

Operating as the Inverbrackie Border Leicester Stud, Lynton and his wife Claire pride themselves on supplying producers with performance-recorded rams.

An innovative new forward contracting system along with an annual on-farm auction allows Lynton to work toward his goal of selling 500 rams each year.

Thinking outside the square

Lynton decided that offering more than 260 rams at their auction did not allow buyers to sufficiently scrutinise the catalogued rams.

In addition to the annual auction Inverbrackie ram supply contracts provide larger first-cross breeders the opportunity to guarantee their ram requirements to specifications with the price set by the price of prime lambs and the rams breeding values.

Group dynamics help progress

A founding member of the breeder group SuperBorder, Lynton said participation in such groups had helped him add innovation to his enterprise. A self-confessed 'early adopter', Lynton makes effective use of LambPlan and also breeds for worm resistance.

The introduction four years ago of electronic tags and an auto-drafter has increased labour efficiency, negating the need for casual labour. It has also boosted the data collection capacity of the enterprise enabling better selection decisions resulting in faster genetic gain.

Concentrating on sheep

Over the past decade the Arneys have switched from mixed farming to almost completely sheep helped along by herbicide-resistant ryegrass and increasingly successful ram sales.

During 1998 the Arneys birth weighed 462 lambs compared with 1155 in 2007, a 250 per cent increase. Despite the increase, labour inputs have remained about the same. Lynton said lambing remained labour intensive but did not take much more time than it did 10 years ago.

Farm information

Farmers
Lynton Arney
Location
Strathalbyn,
South Australia
Property size
500ha
Enterprise
Border Leicester stud
Annual rainfall
390mm



At a glance

Sheep farming has become the main income for South Australian farmer Lynton Arney after he reduced his cropping programme and concentrated on developing Inverbrackie Border Leicester stud.

A new forward contracting system allows buyers to order rams throughout the year securing their supply without the need to compete on price at auction.

The adoption of technologies such as LambPlan, electronic tags and an auto drafter has increased data collection capacity and accuracy, aided selection decisions and genetic improvement.

Decreasing paddock size and implementing a controlled lambing system has reduced labour inputs.

An innovative marketing system, a commitment to performance-based results and an eye on the bigger picture — family and sustainability — makes Lynton Arney a worthy Raising the Baa State winner.

Perfecting farm design

In recent years Lynton has reduced paddock size to less than 20 hectares and introduced laneways — helping reduce labour requirements during lambing — the busiest time of the year. Smaller paddocks also make for a more efficient use of pasture.

To simplify collecting pedigree in the paddock the Arneys 'drift lamb', aiming to have no more than 20 lambs born per paddock per day.

Ideally they would need to stay in the paddock for at least 48 hours after birth. As the lambs are born they go with their mothers into groups of about 250 lambs based on age, which suits a 20ha paddock until weaning.

Green is better

The Arneys have been involved in Landcare for several years and have fenced paddocks largely in line with the soil type and to control water run-off. They also started a programme of planting shelterbelts.

Prompted by a concern with the continuing loss of single shade trees in paddocks, Lynton also plans to start a programme of replanting shade trees. They are also upgrading boundary fences with an emu fence to better biosecurity standards.

Farming flexibility

Lynton appreciates the flexible lifestyle farming provides for his family.

Feeding during the recent drought has added to the family's workload and eaten into the quiet periods of the year usually reserved for a holiday.

To address this the family has become involved in the Agriventure programme, where a trainee worker can take over some of the work, ideally, freeing up more time for the Arneys to spend as a family.

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**LIVESTOCK:
TOP PRODUCERS**



**Fleur
Muller**

KONDRIN GROUP

New approach helps manage tough times

Farm information

Farmers
Henry and Christine White

Location
Coolah,
New South Wales

Property size
1822ha

Enterprises
Merino ewe breeding, wool and
prime lambs, cattle agistment
Annual rainfall
600mm



At a glance

- Henry and Christine White changed the direction of their farm management in order to boost profitability during drought.
- The Whites embarked on an overhaul of their infrastructure, upgrading water systems to increase water use efficiency and redesigning sheepyards to cut labour time.
- Benchmarking against four other farm businesses helped the Whites identify what they needed to do to boost profitability and productivity.
- The Whites have increased groundcover, encouraged native perennial pastures and implemented measures to minimise erosion.

New South Wales Raising the Baa State winner Henry White has halved his production costs and boosted labour-use efficiency three-fold through strategic investment in infrastructure combined with high lambing percentages.

This change of focus has seen Henry and wife Christine improve their profitability, efficiency and resilience to drought and climate variability.

Over three years costs fell from \$0.65 to \$0.33 per dry sheep equivalents (DSE) for the sheep meat enterprise and from \$14.91 to \$7.98/DSE for wool.

The DSE/labour unit increased from 3500 DSE during 2002 under a mixed farming system to 10,000 DSE.

Employing sub-contractors for major flock management activities, new infrastructure and lambing rates of more than 100 per cent contributed to these improvements and a more consistent business turnover.

Change in direction

Facing consecutive droughts the Whites realised their long-term survival depended on making significant changes.

They focused on a production system capable of performing consistently despite variable feed supply, prompting them to start benchmarking during 1998.

Joining a board comprising four other farm businesses helped the Whites develop a business plan for key productivity, profitability, environmental and family goals including succession and off-farm investment. A 2002 analysis showed consistently higher profits from sheep during continued dry seasons — sheep had the most efficient feed use with the strategic use of supplementary feeding via lick feeders and helped maintain business

A resolve not to let drought take control saw New South Wales Raising the Baa State winner Henry White and his wife Christine change their management tactics allowing them not only to survive but thrive during dry times.

turnover due to the flock's ability to produce high lambing rates regardless of seasons.

This, together with a preference for developing a livestock breeding and fattening business, saw the pair sell their breeding cattle to concentrate on sheep.

The move helped them manage drought with improved groundcover, more effective capture of limited rainfall and reduced feed costs.

Infrastructure

A major strategy has been investing in fencing, stockyards and water infrastructure.

First, the watering system was overhauled, followed by realignment of internal fencing and further paddock subdivision.

The Whites also replaced water previously supplied by wells and a creek with bore which pumps water to three staging tanks over a change in altitude of 270 metres. The simple design overcame the challenge of high head pressures and now achieves flow rates of 2–3 litres/second.

New sheepyards incorporating a bugle design and dual race have reduced stress to both animal and operators, allowing one person to manage more than 1000 head easily. This combined with a new laneway system that delivers sheep into centrally located yards saves time.

The last stage of the overhaul will be redesigning an existing 100-year-old shearing shed. While the shed can serve 1000 head, Henry plans to include a new raised board, an altered pen layout and incorporate features to enable RFID tags to be used for ease of objective measurement.



Environment

Improvements in groundcover, feed use and the diversity and regeneration of native perennial grasses have been recorded since late 2006 when stock access to the creek and natural waterways was regulated and alternate watering points provided.

Paddock subdivision is a key goal to reduce erosion on steep ridges and along creekbanks, while increasing perennial pastures through manipulation of stocking pressure. Paddocks will be subdivided into 60–80-hectare lots to improve overall grazing and mob management and to boost pasture use and animal productivity. Electric fencing will be used to allow for rotational grazing.

Change in ewe selection

While maintaining pressure on ewe fertility, an emphasis on wool traits at classing has boosted wool cut and quality.

Fibre diameter now averages 20 micron, down from 21.5µ in 2000 and fleece wool cut has risen slightly from five kilograms to 5.5kg with more than 70% yield. The Whites aim to increase wool cut to 7kg by 2011.

With the help of a specialised classer the flock is now split: one group of 1000 ewes for wool production and another 1000 ewes better suited to lamb production and joining to Poll Dorset rams. Ewe mob sizes will increase to pre-drought levels of 1500 head as conditions improve.

Flexibility

The ability to vary stocking rates and still remain viable is the key to the couple's flexible production system.

The Merino ewe breeding flock provides the core DSEs but fluctuations in feed supply can see carrying capacity range from 5000–18,000 DSE throughout the year.

Cattle agistment or buying trade stock is used to increase stock densities quickly to take advantage of improved conditions.

An emphasis on wool traits at classing has boosted wool cut and quality.

Contract labour

Employing contract labour for crutching, shearing and lamb marking ensures timely and efficient operations with minimal stress to animals and operators. Using veterinary consultants to monitor worm burdens and plan drenching programmes has also boosted labour efficiency.

Marketing

Prime lambs are turned off at 6–10 months of age (22kg carcass), taking advantage of more reliable spring feed. A stock agent markets the livestock and provides expertise on lamb marketing through an extensive buyer network.


Although the Whites have used other marketing methods such as direct to processors in the past, they have found their agent achieves consistent prices for a consistent product.

Up to 40% of wool is forward sold as a risk management strategy. Using a wool broker, the Whites have had forward contracts of 21µ lots at more than 1000c/kg with a current contract order at 1100c/kg if the market spikes.

Financing

Making the decision to access finance for infrastructure redevelopment and to invest off-farm proved crucial when the wells and creek dried completely during early 2006.

Borrowing rather than waiting for cashflow surpluses meant the Whites already had installed a new bore and partially completed the stockwater system.

During February that year the new system was quickly tapped into with minimal stress or loss of animal productivity. All goals are reviewed annually and despite the drought, actual figures have been close to pre-drought targets. 

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Forming Ahead Farm Photo competition

Each monthly winner will receive either a WAECO TB-15G or a Cool Ice, Ice Box. The major prize for the winner of the Farm Photo grand final is a Casio digital camera.

Kondinin Group members can enter the Farm Photo competition by sending in a print-quality photograph or digital picture along with a brief description of the photo, name of photographer and membership number.

Send to:

Kondinin Group,
Reply Paid 89,
PO Box 193,
Cloverdale WA 6985
email:
farmingahead@kondinin.com.au

WAECO
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CASIO
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Digital Imaging
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**Rotomoulded
Cool-Ice Iceboxes.**
The best iceboxes on
land and off shore.

The new WAECO Cool-Ice Iceboxes combine really classy looks, performance and strength. They are light weight, easy to handle and come in various sizes to suit your cooling needs. Keep your drinks icy-cold all day or keep fish and bait fresh on ice. The WAECO Cool-Ice Icebox range is manufactured from tough rotomoulded polyethylene, and includes high quality polyurethane insulation. Perfect for a day on the beach, on the boat, whilst fishing or at a BBQ in the outdoors, where power is not available.

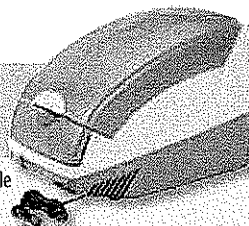
Model	WCI-25
Litres	23.5
Dimensions	480L x 325W x 375H
Weight	6Kg



**BordBar TB-15G
Thermoelectric Car
Cooler/Warmer**

With its smooth, gentle curves in unobtrusive greys this classic cooler/warmer from the WAECO BordBar range blends harmoniously with the interior of most vehicles. Unlike most conventional car coolers, it is placed on the front passenger seat or the centrepiece of the rear seat and fastened with the safety belt. Apart from cooling up to 20°C below the ambient temperature, the BordBar TB-15G will heat as well. The Active Battery Security System (ABS) ensures that the starting function of the vehicle battery is always maintained.

WAECO BordBar TB-15G	
Weight	5.2 kg
Capacity	15 litres
Dimensions	W282 x H328 x L462 mm
Power Source	12 Volts
Cooling Capacity	Up to 20°C below ambient
Warming Capacity	Up to 65°C



Kondinin Group wishes to thank WAECO and Casio for supplying the prizes for the competition.

LIVESTOCK
TOP PRODUCERS

Pro-active approach protects pastures

Henry White

Farm information

Farmer
Chris Headlam

Location
Woodbury, Tasmania

Property size
2100ha

Enterprises
Wool, prime lambs, cropping

Annual rainfall
425mm but only 250mm during 2007



Catriona Nicholls

KONDINN GROUP

Knowledge sharing: Tasmanian Raising the Baa State winner Chris Headlam (centre) shows other Raising the Baa State winners his successful drought lots as a part of the winners national tour.

Information gathering and the courage to try something different saw Raising the Baa State finalist for Tasmania Chris Headlam achieve remarkable results during tough two years. Catriona Nicholls found out more.

Installing a drought lot has preserved a precious pasture base, protected soils and maintained stock condition during what were unprecedented drought conditions for Tasmanian farmer Chris Headlam (pictured left).

Farming with his father and brother in the northern midlands, Chris, Woodbury, Tasmania is responsible for managing the wool and prime lamb enterprises on the family's 2100-hectare property.

The 12,000 dry sheep equivalent (DSE) livestock enterprise is part of a larger operation, which also involves 500ha of crops.

Within the wool enterprise, Chris joins 5000-5500 Merino ewes annually, at 70 per cent Merino mating and 30% terminal sire mating. He aims to produce 18-19 micron wool and 4.5-5 kilograms per head.

The aim of the prime lamb enterprise is to turn off lambs at 45kg liveweight at or before, eight months of age.

Reducing costs

As with many leading wool producers, the Chris' key focus during the past five years has been on reducing costs of production.

Chris said the wool enterprise costs had been \$17/DSE during 2003 but with the drought, had reached \$25/DSE during 2006 as a direct result of increased feeding costs. The prime lamb enterprise costs had not altered significantly and stayed at about \$20/DSE for the same period.

Taking action

As the drought wore on Chris recognised the property was also paying a high price in terms of damage to pasture and soils. This prompted him to establish a drought lot during February 2007 moving in 1000 ewes, which were fed in troughs using homegrown grain and hay.

Chris later refined his system by splitting pens in half to measure 80 metres by 100m and introduced 1000 more ewes, with 500 in each pen. A total of 40% of his stock were now in the drought lots

As well as preserving what pasture was remained and protecting soil from further damage and nutrient loss, Chris said the drought lot yielded a range of additional

benefits including reduced labour, machinery depreciation and fuel costs associated with hand feeding.

By constructing the drought lot close to the sheep yards and shearing shed, livestock could be weighed, monitored and condition scored easily and poor performers removed and drafted into groups. Being close to fodder storage areas also reduced travel time between stored fodder and feed-out areas.

Chris budgeted the cost of drought lotting 2000 ewes for 20 weeks before embarking on construction but as the drought continued, the high grain prices toward the end of this period skyrocketed. As such the actual cost was about \$2.50/head/week.

Compared with the damage that would have been ravaged upon the soils and pastures, the cost was relatively insignificant, Chris said.

Keys to success

Chris attributes much of the success of the drought lot to the support and information he gathered from his involvement with a local Australian Wool Innovation 8x5 benchmarking group

During February 2008, the farm was still experiencing prolonged dry conditions. A significant destocking programme has taken place in the past 2-3 months, so Chris planned to join 4000 ewes and introduce them to the drought lot by March 2008 if no rainfall was received.

Correct rations proved vital

An on-farm workshop with livestock nutrition experts allowed Chris to make some educated decisions when it came to feed rations. The workshop highlighted that most producers had been underfeeding and needed to pay more attention to ewe condition scores.

Chris believes the drought lot set-up will give him more flexibility in the future to manage risk when seasons get tough. It will allow him to take the pressure off pastures earlier and manage the grazing system to ensure there is feed at peak requirement times such as lambing and joining.

CONTACT ► Chris Headlam
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At a glance

- ❶ A drought lot helped Tasmanian farmer Chris Headlam preserve pasture, protect stock and maintain stock condition during the past two years of drought.
- ❷ Chris' involvement in a benchmarking group enabled him to cut or maintain production costs despite having to supplementary feed sheep.
- ❸ By constructing the drought lot close to fodder storage travel time and expense were minimised and feed-out time reduced.
- ❹ Chris credits the success of his drought lotting venture to his willingness to learn and an aim to continually improve his operation.



Innovation keeps a legend alive

Farm information

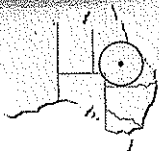
Farmer
Pat Hegarty

Location
Longreach, Queensland

Property size
13,515ha

Enterprise
Merino sheep

Annual rainfall
360mm



Laureta
Wallace

KONDININ GROUP

A desire to continually improve the legendary Australian Merino has seen Queensland Raising the Baa, State finalist Pat Hegarty adopt new breeding practices, marketing initiatives and technologies. Interestingly the introduction of soft rolling skin genetics has negated the need for mulesing.

At a glance

- Pat Hegarty's adoption of rolling skin genetics for his Merino flock has improved fertility, and increased the wool cut and sheep size.
- Marketing is carried out through New Merino system which allows direct sale to processors and after sale feedback on clip quality.

Small paddocks and plentiful water supplies aid lambing ewes and improve the efficient of livestock handling.

The tradition of the Australian Merino is alive and well at Colanya Grazing Company, Longreach, Queensland.

Raising the Baa Queensland State finalist Pat Hegarty and his wife Susan run 4000 Merino ewes and lambs and 600 wethers.

Introducing soft rolling skin to the flock during 2000 helped improve fertility and increased wool cut and sheep size. The more plain-bodied, wrinkle free sheep also negated the need for mulesing and reduced the occurrence of fly-strike.

An annual visit by a soft rolling skin classer helps with young ewe and ram selection. The Hegarty's adult sheep average 19.5 microns and weaners at 18µm.

Success in the face of adversity

While battling drought and the usual market pressures the Hegarty family have also had to contend with wild dogs preying on their flock.

In some areas the canine predators have become such a problem farmers have decided to go out of sheep completely.

But the Hegartys opted for an innovative approach with the adoption of alpacas as sheep guards in conjunction with baiting and trapping programmes. The method has worked successfully and eventually the family hope to keep their sheep safe with 10 alpacas in each paddock.

Quality assurance

Wool marketing is carried out mainly through the New Merino system based in Adelaide. The system enables him to sell directly to processors, giving Pat confidence the clip is a quality product, free from contamination. The New Merino programme also provides growers with feedback. Pat also sells all livestock through the AuctionPlus programme.

The Hegartys take advantage of their access to satellite internet for which they use for weather forecasting, banking, auction sales, market reports and farm research.

A life of learning

A passion for continual improvement prompts Pat to attend field days, workshops

and teleconferences to learn about the latest developments in sheep production.

During 2007 Pat and son, James used wool and carcass traits to identify their top 600 weathers. The high performers will be grown out for wool growers and the mutton market. Pat said he loved trying new ideas to develop the property.

Paddock design aids lambing ease

As a breeding enterprise paddock layout has been designed to provide ease of flock management particularly during lambing.

Small paddocks each with plenty of water mean lambing ewes do not have to walk far for a drink. Ewes are supplemented before lambing (August) with dry licks and corn.

All paddocks are interconnected with laneways and portable yards allow for faster and more efficient lamb marking and general stock handling.

The main sheep yards and shearing shed are complete with covered classing facilities, a new loading ramp, weighing systems, a modern shower dip and a sprinkler system to keep the yards dust free. An undercover yard leading to the shearing shed holds about 1000 sheep.

Looking after the environment

The Hegartys carry out eradication of woody and noxious weeds. Roads are well maintained to prevent erosion and banks are constructed across roads on undulating land to steady water flow from rainfall. Stocking rates are kept at a sustainable level to maintain adequate ground cover and to allow pasture rejuvenation.

Money matters

A cattle agisting programme and James' operation of a mobile crutching business (leased from the family) farm aid cash flow.

Pat said the farm was 'purely a family affair' with each family member taking part in some way.

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