

# HORSHAM AGRICULTURAL SOCIETY INC



## ANNUAL REPORT

FOR THE YEAR ENDED  
31 MARCH 2024



ESTABLISHED 1876

### PREPARED BY

EXECUTIVE OFFICER: ANDREA CROSS

MAYDALE RESERVE, HORSHAM SHOWGROUNDS PO BOX 697, HORSHAM VIC 3402  
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### STATEMENT OF PURPOSE

The purpose of the Horsham Agricultural Society is to promote the development of Agricultural, Pastoral, Horticultural, Viticultural, Stockraising and Industry Pursuits & Resources.

# COUNCILLORS & OFFICE BEARERS

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For the year ended 31 March 2024

## **HORSHAM AGRICULTURAL SOCIETY OFFICE-BEARERS: 2023-24**

**Executive Officer: Andrea Cross**

**President: Daryl Wallace**

**Vice President: Mathew Hill**

**Vice President: Cindy Francis**

**Show Secretary: Fiona Tracey**

**Treasurer: Jenny Maroske**

**LIFE MEMBERS:** Fred Blake, John Russell, Ron Bennett, Bob Wirth, Lorraine Baudinette, Barry Gross, Jill Sinclair, Peter Velthuis, Peter Jackman, Ron Tickner, John Barr, Max Johns and Andy Rudolph.

**HONORARY COUNCILLORS:** Andy Rudolph, Barry Gross, Peter Velthuis, Max Johns, Ron Tickner, Jill Sinclair, Peter Jackman and John Barr.

**COUNCILLORS:** Brian Kuchel, Cindy Francis, Dalton Cross, Daryl Wallace, Debbie Carman, Emily Friedrichsen, Fiona Tracey, Ian Walter, Jenny Maroske, Jill Sinclair, John Barber, Leigh McGennissen, Lynda Jorgenson, Mathew Hill, Tracy Matthews, Michael Benbow, Di Bell.

**FINANCE COMMITTEE:** Dalton Cross, Daryl Wallace, Mathew Hill, Cindy Francis, Jenny Maroske and Andrea Cross.

**DISPUTES COMMITTEE:** Daryl Wallace, Andrea Cross and Cindy Francis.

**RINGMASTER:** Cindy Francis

**HORSHAM SHOWGROUNDS COMMITTEE OF MANAGEMENT REPRESENTATIVES:** Daryl Wallace, Peter Velthuis and John Barber

**HORSHAM AGRICULTURAL SOCIETY PARTNERS:**

**Axis Employment The Weekly Advertiser, 101.3 Mixx FM, 1089 3WM Optus Horsham**

# MEMBERS

For the year ended 31 March 2024

BAKER, Geoff	HOWES, Christine	TRACEY, Andrew
BALL, Paula	HUTCHINSON, Megan	TRACEY, Fiona
BARBER, John	IRWIN, Leonie	TRICKEY, Craig
BARR, John	JACKMAN, Peter	TURGOOSE, Bart
BAUDINETTE, Lorraine	JOHNS, Max	VELTHUIS, Peter
BELL, Di	JORGENSEN, Lynda	VOIGT, Ele
BENBOW, Michael,	KLEGG, Kendra	VINCENT, Leanne
BENNETT, Ron	KUCHERL, Brian	WALLACE, Daryl
BLAKE, Fred	LANE, Anne	WALTER, Ian
BORGAS, Adam	MAROSKE, Jenny	WATSON, Gavin
BROUWER, Mabel	MATTHEWS, Tracy	WEIR, Norm
BURNS, Max	McGAUCHIE, Robyn	WERNER, Peggy
BURNS, Sue	McGENNISKEN	WILSON, Marion
CAMERON, Caroline	McRAE Warren	HORSHAM EAST ROTARY CLUB
CARMAN, Debbie,	MIBUS, Trevor	WILLS, Sandra
CLARK, Elma	MILLEAR, Sarah	WIRTH, Robert
CLARK, Wesley	MILLER, Rod	MIDWEST RIDING CLUB
COATES, Robin	MOORE, Danielle Moore	TYREPOWER
CROOKE, Kevin	NICHOLS, Kerri	
CROSS, Andrea	OLSTON, Jemima	
CROSS, Dalton	PLAZZER, Suzanne	
CROSS, Kathy	PLAZZER, Frances	
DIXON, Denise	PIETSCH, Caryn	
DUMESNY, Colleen	ROGERS, Daniel	
EAGLE, Craig	ROYCROFT, Julie	
FECHNER, Samantha	RUDOLOPH, Andy	
FRANCIS, Cindy	RUSSEL, John	
FRIEDRICHSEN, Emily	RUSSEL, Warren	
GROSS, Barry	SHERIDAN, Sue	
GROSSER, Yolande	SINCLAIR, Jill	
HARRIS, Alan	MOUNT STAPYLTON	
HALLIDAY, Richard	WINES	
HANCOCK, Mellisa	STAEHR, Gary	
HILL, Mathew	TICKNER, Ron	

# THE PRESIDENT



Daryl Wallace is the Horsham Agricultural Society's 48th President. He has been involved with the Horsham Agricultural Society as a volunteer for many years prior to joining the council. Daryl is well known in shearing competitions across the country as a former shearer, competitor and judge. His proudest moment in 2023 was being elected as the head judge to represent Australia as the national shearing competition, the Golden Shears in Edinburgh. Daryl brings his agricultural experience and dedicated leadership to support the endeavours of all the councillors and members of the organisation.

As another financial year of operation of the Horsham Agricultural Society comes to an end, I am pleased to say that it has yet again been a year which has again been filled with some excellent events and outcomes for HAS. This is almost entirely due to the enthusiasm and dedication that is provided by our employees, councillors, members, volunteers, sponsors (both major and minor), and the various ancillary groups and organizations that we work with and or play host to. I said 'almost entirely' as I feel some credit must go to what seems to be perfectly timed glorious weather.

Last year began with our inaugural "SMOKE on the Water" event which by all accounts was very well received and successful as an event that drew the public out in a time of year not so often associated with afternoon outdoor events.

From that, we went on to stage another very successful Horsham Agricultural Society Grand Annual Show, this was despite the hit we had received to our horse and sheep events due to some rescheduling of some Melbourne Royal Show events.

For several years now, our horse show is scheduled two weeks after our agricultural show and for reasons I can't recall, I was unable to so much as even drop in for a quick visit. However, one of our vice presidents, Cindy Francis, who is the driving force behind our horse events, described the day as a well-supported event with excellent feedback for the use of the Maydale Reserve as the venue, as opposed to the traditional location in the middle of the greyhound racing track. Cindy is expecting an even better turnout this year due to that positive appraisal from last year's entrants.

The beginning of 2024 began with another outstanding 150km Feast which this year went to plan (without any last minute changes being forced upon us by afternoon cloudbursts on the day). A huge thankyou goes out to all the members, volunteers and staff who make this event culminate in such a great event. Thanks to some great work behind the scenes by our Executive Officer, Andrea Cross, funding to tune of \$69,000.00 has been secured from the State Government to help run, and more importantly promote, next year's event and the agri-business' who are our partners in this endeavour. I am excited to see what we can deliver next year, not only in terms of the night itself but more so the flow on effects for our business partners and greater community as this is what this grant is targeted at, to provide an awareness of destinations outside metropolitan areas that haven't previously looked upon as tourism destinations.



On March 26th we witnessed the fourth year of the Wimmera Merino Sheep Breeders annual show running in conjunction with the Legacy fleece competition. Strong support was shown for these again, although unfortunately we were without the yard dog trials year due to bindi-eye rearing their ugly heads again over the Christmas period and intermittent rain events in the January and February countering all efforts to control them.

Only recently the Wimmera Historical Vehicles Club held their annual swap meet at the Maydale Reserve, which they considered to be a resounding success. This was the 40th anniversary of their partnership with the HAS and one we hope extends well into the future.

Behind the scenes in the less public aspect of the Society's goings on this year we have seen some major changes to how we are structured and managed. Over the last few years with the ever-increasing patronage of our facilities and the subsequent increase in time needed to manage these resources we had reached a point where these responsibilities and the running of our annual show were well in excess of what one single person should be asked to do in their job description.

As a result, and in recognition of the work that Andrea Cross has done and continues to do that have both got us to position we are in as well as maintain it, the council voted to put Andrea on as a permanent part-time paid employee of HAS in the position of Executive Officer. We have also created a separate casual position of Horsham Show Manager and Councillor Fiona Tracey has kindly stepped into this role and is a valued and very capable addition to the executive.

A stagnant level of membership of the Society as well as the council remains an area of concern which we are continuing to try and find solutions to. I do find some degree of solace in the knowledge that this is an area of concern for many other community groups as well, and maybe it is the new norm, and we shall just have to accommodate it.

In conclusion I would like to be able to say that the period of consolidation which I first referred to in my 2022 President's Report has continued and sees us in the financial position we are in right now and that means that we are now able to enter the next stage of our growth to firmly establish our future success.

My vision for our future, entails the completion of the fencing of our entire precinct, utilizing the HAS gates that are presently on the highway at the greyhound club entrance. Placing signage on our entrances which informs the general public as to our ownership of the reserve and our desire for them to become involved with us, whether that be something as simple as just using the river walking track, having a picnic on the river, coming for a kick of the footy on the reserve or taking it to the next level and utilizing the various facilities we have on offer, and possibly going to the extent of wanting to become involved in what we do here. I would like to have QR Code on these signs which further explains what we do and what we can offer, as well as information on our history, our purpose and our structure. I feel that with our various buildings and spaces and continuing to hire them out at competitive rates, HAS will now be able to not only maintain but improve our facilities and also continue to offer unique entertainment and social events for our local community and visitors to participate in and enjoy, at a level that represents excellent value and thus enables the development of mutually beneficial partnerships which encompass the broadest possible community engagement.

Respectfully submitted

Daryl Wallace

President

HORSHAM AGRICULTURAL SOCIETY INC

# THE EXECUTIVE OFFICER



Local business woman and community capacity builder, Andrea Cross was appointed the Secretary in 2015 and more recently Executive Officer. With a background in events management, leadership, social media marketing & promotion, project management and governance, she began as a volunteer with the Horsham Ag Society. A farmer's daughter, wife and business partner of a builder, a mother with two of three sons in the agricultural industry and grandmother of three farm-loving grandchildren, Andrea has been involved in agricultural shows since she was 5 years old. Andrea is passionate about growing the support of the Society through strong community connections and building the society's social impact.

Our last financial year has been similar to the previous one in terms of events, community engagement and effort by staff, volunteers and supporters.

We began the year with three new financial partners, which was a new initiative and a terrific boost to our economic status, providing us with sense of security and gratitude for their belief in what we provide for the community.

It takes courage to ask for help, so we were deeply appreciative when Axis Employment, Yes Optus Horsham, ACE Radio and The Weekly Advertiser, organisations with whom we've partnered with in a variety of ways for several years, agreed to become official partners of the Horsham Agricultural Society at Maydale Reserve.

With a positive approach to the year ahead, we said hello and goodbye to staff and volunteers during this period, as the operations of the organisation continued to evolve.

In September I tendered my resignation as the event manager of the Horsham Show, passing the baton to Cr. Fiona Tracey who has a wealth of event experience and an extremely valuable administration skillset. The aim of this 12-month trial is to modify the position of executive officer come venue manager come event manager. The current job description is complex and requires refinement as I look to retire within the next five years. Certain risks must be mitigated and overcome both financially and practically, in order to be able to offer this position to the right candidate in the future.

Building a strong physical and digital precinct across tourism, social, recreational, entertainment, hospitality and of course agriculture can only be delivered successfully through a collaborative approach. We are now in a position to focus on that as I work towards securing the future of this precinct. We have a strong vision for the future which is underpinned by an awesome executive team and council of the society. We've gained some remarkable traction both within and outside the region, which is really exciting.

Looking at the big picture was brought to the fore when a local manufacturer approached us to lease one of our sheds for commercial use. This is still a work in progress and fits with our Masterplan.

Planning permit submitted to HRCC to manage the changes we are undertaking and envisioning for the future

#### **SUPPORT PROGRAMS**

We have engaged with Community Correctional Services to initially provide a program of work for offenders on Thursdays and Saturdays. They provided a supervisor which didn't affect our daily operations. Unfortunately this program folded at the end of 2023 but we were fortunate to re-sign for an individual offenders program. This is a weekly program for approximately 5 hours of labour.

#### **AROUND THE GROUNDS**

##### **To Do List**

- Sucession plan for Phil's replacement in May, 2024.
- New carpet square tiles to be purchased for the boardroom and office
- Complete all boundary fencing

##### **Purchases & maintenance investment**

- 150 new white folding chairs
- New office chairs for Fiona and Andrea
- Stable One roof repairs
- Kitchenette installed in the workshop
- The Queen's Jubilee Tree Planting project has been completed with some trees not making it during the summer
- Irrigation installed
- Perspex fill on The Cattle Shed using the old floorboards from the Len Hobbs Committee Room as the framework
- Stable Four concrete floor

##### **Crime**

- Three pieces of iron removed from our new fence
- The office was broken into, and unsuccessful attempts were made to access our safe.
- A 'visitor' impersonating a police officer was reported, charged and fined \$250.

**AWARDS**

- **Victorian Junior Ambassador Awards** - Bart Turgoose represented the Horsham Show and the Wimmera Group at the Victorian Agricultural Societies State Convention in June at Geelong. He was awarded Runner Up.

**HAS COMMUNITY SUPPORT/ENGAGEMENT**

- President, Cr. Daryl Wallace attended the Edinburgh Show in Scotland to represent Australia as a shearing judge.
- Vice President, Cr. Cindy Francis represented HAS to accept donation of \$2,500 from Horsham Sports & Community Club at their annual sponsorship event.
- Crs Peter Jackman, President Daryl Wallace and Vice President, Mathew Hill attended the Australian Sheep & Wool Show in Bendigo in mid-July. Matt did well in showing his sheep and Daryl & Peter with worked the boards with shearing judging.
- The Horsham Ag Society was invited to host a Grampians Tourism Industry Forum which focussed on accessible tourism.
- Laser Electrical supported our application for funding to purchase solar panels. They agreed to install them at no cost. As a consequence we have offered them a place in our partnership program.
- Bunnings has agreed to supply approximately 200 plants (herbs and olive trees) and some labour to plant a border around the cattle arena. It has been quoted as a donation of \$4,000.
- Horsham Agricultural Society participated in Book Week which was showcased across businesses in Horsham.
- Cr. Lyndy Jorgensen, Cr John Barber, Andrea Cross and HAS member, Bart Turgoose responded to the invitation from WIM Resource to attend the Avonbank in Hamilton Street to garner information about the proposed mining in the region.
- HAS was invited to participate in the Seniors Expo at the Horsham Town Hall, auspiced by the U3A.
- A new relationship with Wimmera Mallee LLEN is developing in the hope of us placing students to carry out projects which we require on a regular basis.
- Cr. Fiona Tracey and Andrea Cross attended the 50km Feast in Darwin and volunteered their time to help set up a pavilion at the Fred's Pass Agricultural Show while there. They met with the original founder of the 50km Feast, who provided insight into the event.
- A new relationship has developed with the Wimmera Region Scouts hiring the Maydale Reserve for a weekend with 180 children and adults camping and involving themselves in a multitude of activities and also cleaned out stables as part of their community service. They will be recommending to use Maydale Reserve for more Scout events through Scouts Victoria State Meeting. They are also keen to be a part of the Horsham Show and will bring some of their activities.

## ENGAGEMENTS BY OUR EXECUTIVE OFFICER

- Provided a 20-minute presentation of the 150km Feast to the Victorian Regional Tourism Board in Melbourne as one of four businesses representing The Grampians region. She was invited to do so by Grampians Wimmera Mallee Tourism. Cr. Fiona Tracey also attended.
- Accepted an invitation to be the guest speaker at the Hamilton Showgrounds Committee of Management AGM.
- Attended the Vic Innovation in Agriculture Hub Program finale at Deakin University while I was in Geelong. She was invited to attend due to her participation in their first podcast of the program last January.
- Invited to participate in the Sustainable Tourism Program at no cost and consequently completed all four modules which was offered by Grampians Wimmera Mallee Tourism.
- Presented the 150km Feast report to HRCC with Vice President Cr Cindy Francis, Cr Fiona Tracey and chairman of West Vic Business, Mark Clyne. HRCC CEO Sunil Bhala, Kevin O'Brien, Fiona Gormann and Annie Mintern attended. This was a great opportunity to brief them on the developments at the Maydale Reserve. As an outcome, Annie Mintern is seeking funding to enable us to develop a masterplan/business plan.
- Represented the Horsham Agricultural Society as a sponsor at the Longerenong Ag College Graduation at the Horsham Town Hall. It was pleasing to see some lovely young people coming through. One of our volunteers, Serena Lange was awarded Dux of First Year.
- Monthly interviews with Di Trotter, radio announcer at HHH Radio throughout the year and it continues.
- Accepted the invitation to be the guest speaker at the AGM of the University of the Third Age.
- Participated in an initiative to develop a Regional Participation Action Plan aimed at enhancing community participation across the Wimmera Southern Mallee. In attending this forum and joining the Community Drivers group will enable me to help guide the process of the development of the Regional Participation Action Plan in the hope of finding ways to attract more volunteers.
- Engaged with SenVic Regional Manager, Anna Morgan who is willing to support us further in finding 'our place' in social....

## STAFF/VOLUNTEERS

### **Maydale Social Garden**

New volunteer, Ray Watson who is working in the community garden. He and other new volunteer Ros will be planting seasonal vegies for the 150km Feast. Tim Dunmill was previously working in the garden as a volunteer but left after finding fulltime employment, which is a fabulous outcome.

### **Outdoor Staff**

Lead by our workshop supervisor, Phil Hunter who is ably supported by volunteer Wesley Clark and employee Jeremy Buerfeind.

### **Administration & Venue Staff & Volunteers**

Connie Latus (Horsham and Horse Show support), Zac Okely (after school), Joss Alexander (Wedding coordinator), Wes Howard (Wednesday afternoon volunteer), Austin Jones, Wendy Wood & Theresa Bottoms (regular event volunteers).



# EVENTS

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## April – August 2023



A PLEASANT COUNTRY SUNDAY AFTERNOON



BUSHWACKERS IN CONCERT - [CLICK GO](#)  
THE SHEARS BOYS

### APRIL

- W.M.H.V.S. Swap Meet
- Pleasant Country Sunday Afternoon
- 21st Birthday

### MAY

### JUNE

- 50th Birthday
- Wedding
- SMOKE on the Water
- Poultry Show
- Kalkee Black Tie Event in The Cattle Shed

### JULY

- 21st Birthday
- 50th Birthday
- Fundraising Concert for Sophie

### AUGUST

- Try-A-Trade Aboriginal Careers Expo (Goolum Goolum)
- The Bush Wackers in concert (Northern Grampians Lions Club).
- Poultry Show
- 30th Birthday
- 50th Birthday
- 30th Birthday



SWAP MEET

# EVENTS

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## September – December 2023



YARN & HOOK CROCHET CLASSES



ORCHID SHOW

### SEPTEMBER

- Yarn & Hook crochet classes
- Midwest Horse Rally
- Poultry Auction
- Horsham Show (see full report)
- Orchid Show

### OCTOBER

- Horse Show
- Wedding



RICK STEPHENS AND THE  
SHADES OF TROOPERS CREEK

### NOVEMBER

- Rick Stephens and the Shades of Troopers Creek
- Wedding
- Wedding
- Kannamaroo Festival

### DECEMBER

- Dance Concert
- Goat Show
- HRCC Christmas Party
- Christmas Pop Up Bar
- West School Christmas Party
- 80th Birthday





## January – April 2024



MADDY MCGENNISKIEN & HAMISH SUMMERHAYES



MATT MAGEE & MOLLY HOARE

### JANUARY

- Wedding
- Wedding - Descendent of the McGenniskien family, who have a long association as members and councillors of the Horsham Ag Society, Maddy McGenniskien and Hamish Summerhayes.

### FEBRUARY

- Voddy & Vacay 2nd Birthday
- Goolum Goolum 40th Anniversary
- Victorian Scouts Campout - 180 campers!
- 150km Feast (see full report)

### MARCH

- Wedding
- A Pleasant Country Sunday
- Horsham Fishing Competition
- Wedding - Former councillor the late Len Hobbs' great grandson, Matt Magee and Molly Hoare.
- Grampians Wimmera Mallee Tourism Industry Forum
- Voddy & Vacay
- Wimmera Autumn Merino Sheep Show



# MAJOR EVENTS by Horsham Ag Society

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## THE 145TH GRAND ANNUAL HORSHAM AGRICULTURAL SHOW



Once again almost 6,000 people attended the 145th Grand Annual Horsham Agricultural Show and no rain to dampen anyone's enthusiasm! We became Australia's first ag show to engage a new ticketing system with Flicket a NZ company.

Due to there being 5 Saturdays in September, it was decided to change the day of our main Show Day to a Saturday as there was no football in Victoria on that day! However, the change didn't quite meet our expectations! The change of day didn't increase the crowd numbers as we thought it may and Saturday night's entertainment, while excellent, wasn't patronised the way we imagined it would be. In addition, the Royal Melbourne Show, whose dates have always clashed with ours, changed the exhibition days for sheep which wiped out our competition. So we've learned that a Sunday Show works the best with a twilight carnival on the Saturday night, as we've done for the past few years.

Another challenge presented with regard to the timing of the event, was a shortage of volunteers as we didn't have the Friday AFL public holiday which has previously freed up people in the past. We now look forward to the 2024 Show, which Cr. Fiona Tracey will be coordinating, following my resignation from that role after serving it for the past 10+ years as noted in my report.

We were really pleased to be able to present a full program of free entertainment for families. Throughout the day we provided lots of engaging activities with a new Animal Nursery in the former Stable Four which had been serving as a storage shed. With grant funding from the State Government, we engaged BKD Concreting to install a concrete floor after removing some of the unnecessary stalls. Working bees to prepare were regular during the winter.



*HAS Councillors, Max Johns & Ron Tickner demolish Stable 4*



*The new concrete floor is completed in time for the Horsham Show*



*The poultry love their new animal nursery*



Our entertainment program was full!

## MAYDALE PAVILION

10.30am – 12.30pm Art workshops with Young Expressions & Craft workshops with Bunnings  
12.30pm Decorated bike and scooter parade  
1.00pm – 2.00pm The Mik Maks – Kids performers  
2.00pm – 7.00pm Maydale Bar Open  
2.30pm – 4.30pm Cup cake decorating with Cupcakerella & Felt Sheep making with Rachel Farron & Kannamaroo race car making & Decorated cake demonstration  
5.00pm – 7.00pm Rachel Farran – Floral Design & Wine Workshop 18+ bookings essential [www.horshamshow.com.au](http://www.horshamshow.com.au)  
10.00am – 7.00pm Market Stalls, Trade Exhibits, Miniature Goat Show (closes at 4.00pm), Interactive Fleece Display, Milking Machine, Picasso Cow display, Maydale Bar (2.00pm),

## CATTLE ARENA

10.00am – 10.00pm – Scarecrow display  
11.00am – 11.30am Whipcracking  
11.30am – 12.30pm FREEZA Youth performances  
12.30pm – 1.00pm Bubble Machine / Unbreakable balloons  
1.00pm – 1.30pm Whipcracking with Kiera & Max  
1.30pm – 2.30pm Horsham Rural City Band  
2.30pm – 3.00pm Whipcracking Kiera & Max  
3.00pm – 3.45pm Tim Tim Giant Bubbles, Rocket Balloons, Tricks & Balloon Modelling  
3.45pm – 4.15pm Whipcracking Kiera & Max  
4.15pm – 4.45pm Waldo the Magician  
4.45pm – 5.15pm Tim Tim Giant Bubbles, Rocket Balloons, Tricks & Balloon Modelling  
5.15pm – 5.45pm Waldo the Magician  
6.30pm – 11.00pm Cattle Arena Bar Open  
6.30pm – 7.00pm Accidental High Notes  
7.00pm – 7.45pm Tim Tim Fire Breathing, Rocket Balloons, Tricks & Balloon Modelling  
7.45pm – 8.30pm Accidental High Notes  
8.30pm – 8.35pm FIREWORKS  
8.35pm – 9.15pm HeadRush  
9.15pm – 9.45pm Tim Tim Fire Breathing & Comedy Show  
9.45pm – 11.00pm HeadRush

## TUCKER PAVILION

10.00am – 4.00pm Sandor & Tabitha Blonde d'Aquitaine Cattle and friends!

## STABLE ONE

11.00am – 5.00pm Wine & Gin Tastings  
7.00pm – 11.00pm GUESTS ONLY Canapes & Drinks

## STABLE FOUR

10.00am – 7.00pm Animal Nursery

## STOCKMENS BEER GARDEN & SURROUNDS

10.00am Agricultural Playground, maze, sandpit, outdoor market  
11.00am & 2.00pm – SES Jaws of Life demonstration

## THE CATTLE SHED (MAKERS PAVILION)

10.00am – 7.00pm Art, craft, photography, LEGO, cooking, jams, sauces, flowers, vegetables

## RUSSELL HALL

10.00am – 4.00pm Devonshire Teas & Gayle Newcombe Fine Art Exhibition  
10.00am – 10.00pm – First aid and parenting room

## WORKSHOP

10.00am – 8.00pm Level up Gaming

## BACK Paddock

10.00am – 10.00pm Food Trucks  
10.00am – 8.00pm Sensory Marquee, Maze & Sandpit  
10.00am – 6.00pm Yard Dog Trials & Dog High Jump  
10.00am – 8.00pm Scouts activities  
12.00pm – 4.00pm Jamie & Kim's Zoo





# THE 145TH GRAND ANNUAL HORSHAM AGRICULTURAL SHOW

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With the entertainment a success, our exhibits in the various competitions in The Makers Pavilion continue to decline in number. This is not an incentive issue but rather a lost generation of exhibitors, who have yet to grasp the joy in competing. From the excitement of a small child finding the longest gum leaf to an adult cook, presenting to the very best of their ability, a prizewinning piece of slice. Show standard is not everyday standard and judges go through rigorous training to achieve their status. We were extremely fortunate to have attend our Show, renowned cake decorating judge from Melbourne, Pam Archibald who demonstrated the art of cake decorating, in The Makers Pavilion.

The shearing and wool handling competitions thrive every year and the shearing shed is always a hive of activity. The challenge was in the Maydale Pavilion with the loss of the sheep section, while retaining the miniature goat section, there was a lot of space to fill. With lots of childrens' activities and adult floral art classes, the stage came alive just after lunch with a great performance by the popular childrens' entertainers, The Mik Maks.

A couple of new avenues we trialled delivered different outcomes. Stable One set up as a wine tasting venue, with some of our suppliers from the 150km Feast. In this licensed area we had a great response by the crowd to three local blade shearers, who put on a couple of great demonstrations. We also opened up the former cattle arena, providing a marquee for live music and other performances throughout the day. And for the first time since 2016, cattle were back but only as displays and they were terrific.

The Agricultural Playground was the favourite place for kids, with families playing in the maze, sandpit and a myriad of other activities. The sensory marquee organised by one of our major partners, Yes Optus Horsham continues to demonstrate a need for a quiet space for some patrons.

Russell Hall was activated for the first time in a long time with devonshire teas by the CWA ladies and an art gallery. The Workshop continues to be a favourite place to set up as a video gaming venue.

Sideshow Alley was well catered for with lots of rides and the Victorian Showmen's Guild are a good support when needed if things go awry!

The Show budget stands at approximately \$60,000 which includes staff wages. As we move forward, we continue to review our processes and we will be bringing back a hard copy schedule as well as digital and manual entries options.

We are also seeking greater business support with the supply of staff as volunteers for a few hours prior to and after the Show, as a sponsorship option. We hope that more businesses will consider this option in the future but we will always need cash sponsorship for prizes, sashes, entertainment, fireworks, judges travel and sundry expenses.



In it's fourth year, the 150km Feast was another resounding success as we continue to uncover new food suppliers within 150km of Horsham!

It proved to be a valuable connection when we discovered The Pastured Promise, meat & egg producers from Landsborough with one of the partners, Zoe speaking about their sustainable farm practices. We look forward to continuing to work with them as well as Gunyah Park Fresh Goat from Jeparit another new supplier

Cutting back from a three-day festival to a two-day festival was a sensible move as we saw a slow take up of ticket sales for Dinner Under the Stars. This usually sells out within hours of ticket sales going live, so it's interesting to experience the change.

With no rain and lots of sunshine, Stable One was the new venue for the dinner, with new entertainment and new faces at the tables. Guests came from as far as Berlin and a couple from Glen Iris were gifted tickets to the weekend from their friend in Canada. Another guest was driving through Horsham two weeks before the event, saw the signage and on a whim, booked a room at a motel and a seat at the table!

The Werner's from Geelong continue to make this weekend a getaway with their friends and returned for the fourth time. Another group of friends met in the mitted and used the dinner as an excuse to catch up, travelling from all parts of Victoria.

Once again, dinner guests were welcomed on the lawn in front of the Poultry Shed with a glass of wine and a huge grazing platter - six tables worth! Grateful thanks must go to Claire Morgan from Rupanyup Living and local character, Tess Bottoms who were the designers and under pressure, delivered a magnificient spread!

Glasses of sparkling wine were sourced from a new winery within 150km of Horsham Wild Game Wine and last year's favourite, Eight at the Gate. Our favourite local brewery, Rightbank Brewing Society, helped quench the thirst of beer drinkers.

With all the prep work for the dishes done during the week in their own kitchens, the first chef's dish of a yabby salsa was delivered by the volunteers sourced from the Holy Trinity Lutheran College and friends. Chef Georgia Stone was also our dessert chef, so she had a busy night along with Chef Shannon Crouch from the Capital Bistro who have helped feed the guests for three years in a row!

We welcomed back well-known Dimboola chef and teacher, Cat Clarke, for a second year who had made a quick dash from the Dimboola Rowing Regatta, to cater the next two courses which included goat meat, bush tucker, local chickpeas and lentils with other ingredients listed on the menu (scroll down!).

Both Georgia and Cat presented the stories of their dishes to guests who also enjoyed the fine guitar playing by local Johnno Martin and the dulcet tones of Andrew Horvat. This was the first time Andrew had performed as the solo artist for an event.

Grateful thanks to GJ Gardner Homes Ararat, Hamilton & Horsham who were our menu sponsors. We appreciate the connection we have with Ash & Sally Heard, who have supported us at different intervals and for different events since 2016.

Wine suppliers were Mount Stapylton, Miners Ridge, Bests Wines, Black & Ginger, Mountainside, Blue Pyrenees and Norton Estate. Homemade fruit punch was laced with Mrs Baker's Still House gin and it was very popular.

A fabulous community connector, the feast uncovers lots of backyard gardeners who supply produce in bulk, depending on the season. We appreciate when we do a callout on social media, our requests are filled promptly. This really is a community event!

About 1000 people attend the 150km Food Truck 'n Wine Festival the next day. The weather wasn't so kind with it being pretty hot! Market stallholders almost melted and those not under the cover of The Cattle Shed, left early but the wineries were content in the shade of Stable One.

Sadly, as a result of the threat to their properties, Mountainside Wines and Mrs Baker's Still House were unable attend the 150km Feast Food Truck & Wine Festival, which was heartbreaking for them and us, as they stayed home to fight the fires. The bushfires also affected our volunteer base with many being in the CFA and having to be fighting fires as well. Jane from Mrs Baker's Still House was also going to conduct a gin blending workshop, which we actually cancelled prior to the fires along with a fruit preservation masterclass with Cindy Bunt from Mt Gambier, due to lack of numbers.

Miners Ridge, Bests Wines, Suffoir Wines & Gin, Mount Stapylton and SA winery Eight at the Gate served tastings from the horse stalls in Stable One. Rightbank Brewing Society and Voddy & Vacay rounded out the bevvies with the food trucks ranging from Vietnamese to Kranskies which lined the road.

Fire affected some band members of Beetrout and the Nang Nangs, forcing them to cancel, so we were pleased Colin Williams stepped in at the last minutes to provide the live music. His music suits the vibe of the festival and we were grateful to him and Shannon Waterworth from HeadRush who also jumped in to assist.





G.J. Gardner.  
~~HOMES~~  
MENU

**FIRST COURSE - COMMUNITY FOOD & FLORA BOMB**

**Lead by Claire Morgan, Stylist & Teresa Bottoms, Florist**

*Suppliers/Producers: Great Western Granary, Blue Wren Bakery, Jack's Nuts, Casey's Pantry, Long Paddock Cheese, The Pastured Promise, Stewarts Catering & Consulting, Rupanui Living, Wimmera Meat Market, Ni Ni Well, Burrum Biodynamics, Maydale Social Garden, Dimboola Olive Estate, Lisa Maroske, Sharryn Andrews, Stan Ellis, Hamish Heard and Andy Beswick.*

**SECOND COURSE**

by Chef Georgia Stone

**Garlic Crostini, topped with Fresh Tomato, Peach, Herb & Vegie Salsa with Diced Yabby finished with Citrus Olive Oil and an Orange Balsamic Reduction**

*Suppliers/Producers: Great Western Granary Shiraz Vinegar & Bread, Dimboola Olive Estate, Errol Taylor, Graeme Eldridge, Kate Maddern, Nanette Freckleton, Robyn Anders, Shane Cross and Anna Cross*

**THIRD COURSE**

by Chef Cat Clarke

**Saltbush macadamia goat, chickpea, fig and blackberry salad with a rose vinaigrette and lemon Myrtle labneh**

*Suppliers/Producers: Gungah Park Fresh Goat, Pam Hallam, Sustainable Haven, Great Western Granary and Cat's garden*

**FOURTH COURSE**

by Chef Cat Clarke

**Geraldton wax porchetta, warrigal green salsa verde, wattleseed carrots, black lentils, zucchini & muntie salad and quandong & pear chutney**

*Suppliers/Producers: Warrack Butcher, Cat's garden, NiNiWell, Wimmera Grain Store, Lagon Farm, Stan Ellis, Sharryn Andrews*

**DESSERT**

By Chef Georgia Stone

**Lemon Tarts topped with Meringue Kisses and Apricot, Orange & Honey Couli and Honey Praline**

*Suppliers/Producers: Andrea's Lemons, Apricots & Beulah Community Garden Oranges, The Pastured Promise eggs and Beetanicals Honey*



## WIMMERA AUTUMN MERINO SHEEP SHOW

Once again, the final event for the year was the Fabstock Wimmera Autumn Merino Sheep Show. With a terrific exhibition of merinos, poll merinos and fleeces from across the state, this competition is highly regarded amongst studmasters and woolgrowers. Managed by the Wimmera Merino Sheep Breeders Association along with several of our councillors, this event grows in popularity each year.

The fleece competition has seen winners but it also has a fundraising component for Wimmera Legacy. Each year woolgrowers donated fleeces to this cause.

The Fabstock Merino Champion was a ram bred by John Dalla, Orrie Corrie stud from the Eyre Peninsula SA.

The Junior Sheep Judging award went to young Ava Harris from Koole Vale Merinos. This is the second consecutive year she has won this award.

Unfortunately the Yard Dog Trials couldn't compete as the infestation of bindi eye on the arena was not able to be controlled this year.

A special thanks must go to Danni Wilson and Kevin Crooke from Ouyen who work tirelessly to ensure the success of this event.





# THE TREASURER

Jenny Maroske was elected the Horsham Agricultural Society's Treasurer in 2016 and has a wealth of experience in the finance sector, working full time for small businesses and volunteering for organisations. What began as a simple role managing the monthly expenses, it has quickly turned into a weekly payroll of up to five staff, processing invoices and ensuring we are always compliant. Jenny is committed to her role as Treasurer.

I am pleased to submit this financial report to our members. The following two pages reveal our Profit & Loss and Balance Sheet. These financial reports have not been audited as at 29/5/2024 but are represented here to present at our Annual General Meeting.

This year our grants were less than previous years at just over \$31,000 however, they helped enormously with ongoing improvements across the venue.

## FINANCES

We ended the financial year with these bank balances as at 31 March 2024:

BUSINESS CASH RESERVE	CHEQUE ACC	SPECIAL EVENT (& GRANT) ACC
\$153,345.92	\$9,381.10	\$8,705.78

## MEMBERSHIP

Member support sits just under 100 members including our life members. We encourage members of the community to become members of the ag society. The benefits are worthwhile, as we see free tickets are included to the events we organise, other than the 150km Feast.

Being a member provides opportunities for people to participate through volunteering behind the scenes prior to, during and after our events, meeting new people along the way and finding a community to belong to.

We welcome volunteers just one day a year and we have this list compiled to enable volunteers to select something they're interested in.

- Photography
  - Floral art
  - Art
  - Handcrafts
  - Livestock / farm animals
  - Entertainment / music / performing
  - Decorating
  - Data entry
  - Being creative
  - Trade skills
- \* Baking
  - \* Gardening
  - \* Sewing
  - \* Sheep / shearing / fleece
  - \* Creating displays
  - \* Event design
  - \* Community engagement
  - \* Lost trades
  - \* Hospitality
  - \* Being handy!

## Horsham Agricultural Society

PO Box 697

Horsham Vic 3402

## PROFIT &amp; LOSS (CASH) APRIL 2023 TO MARCH 2024

INCOME	
Ag Society Membership	\$2,100.00
Building and Ground Hire	\$39,527.24
Camping	\$29,205.10
Country Music Afternoon	\$2,639.63
Float	\$11,960.00
Grants	\$31,632.00
Donations	\$115.00
Sundry	\$7,097.28
Wage Subsidy	\$692.31
Goat Show	\$171.82
Membership	\$553.60
Interest	\$757.85
Partnership	\$5,000.00
EVENTS	
150km Feast	\$28,466.05
BushWackers Concert	\$8,492.24
Country Music Afternoon	\$9,308.18
Shade of Troopers Creek	\$1,363.64
Wimm Merino Sheep Show	\$5,106.36
Smoke On The Water	\$8,256.49
AG SHOW INCOME	
Trade Sites	\$5,553.62
BBQ / BAR	\$760.00
Gate Takings	\$62,427.44
Horse Entry	\$1,695.59
Showmans Guild	\$5,154.55
Stable Bookings	\$1,701.21
Shearing/Wool Handling	\$3,277.30
Sponsorship	\$6,778.18
Show Sundry	\$1,899.09
Total INCOME	<u>\$281,691.77</u>
Cost Of Sales	
Total Cost Of Sales	<u>\$0.00</u>
Gross Profit	<u>\$281,691.77</u>
EXPENSES	
Affiliation Fee - VAS and WASA	\$2,259.09
Bank Fees	\$778.00
Bar	\$1,882.58
Bookkeeping	\$2,400.00
Catering Expenses	\$1,852.60
Country Music Afternoon	\$2,408.75
HOG Rally	\$57.09
Electricity	\$8,232.13
Equipment	\$16,883.37
Float	\$10,900.00
Fuel	\$436.60
Gas	\$597.82
Grant Exp	\$33,406.70
Insurance	\$15,712.48
Insurance Claim	\$1,000.00
Subscriptions	\$1,388.64
Postage	\$292.46
AG SHOW EXPENSES	
Advertising	\$2,781.82
Entertainment	\$15,826.10
Horse Event Exp	\$272.11
Judges Exp	\$860.00
Prizes	\$6,634.05
Sashes	\$783.63
Goat Show	\$88.30
Show Sundry	\$11,751.36
EVENTS	
150 km Feast	\$18,473.54
Bushwackers Concert	\$7,562.32
Smoke on the Water	\$2,959.69
Country Music Afternoon	\$6,692.32
Wimm Merino Sheep Show	\$270.38
Horse Show Exp	\$547.98
Repairs and Maintenance	\$30,239.78
Stationery/Printing/Office	\$1,645.96
Sundry	\$4,088.36
Telephone	\$1,531.83
Water/ Land Rates	\$3,580.43
Sundry - Staff Amenities/Clean	\$990.95
Wages & Salaries	\$64,094.37
Superannuation	\$6,952.64
Total EXPENSES	<u>\$289,116.23</u>
Net Profit (Loss)	<u>-\$7,424.46</u>

## Horsham Agricultural Society

PO Box 697

Horsham Vic 3402

(unaudited)

**BALANCE SHEET APRIL 2023 TO MARCH 2024**

Assets	
General Cheque Account	-\$3,061.74
Grant Acc	\$8,705.78
Wpac Bus Cash Reserve Acc	\$153,345.92
Trade Debtors	\$7,345.88
Total Assets	<u>\$166,335.84</u>
Liabilities	
Trade Creditors	\$7,564.63
GST Liabilities	
GST Collected	\$35,300.79
GST Paid	-\$27,053.97
PAYG	-\$524.00
HRCC Loan	\$24,000.00
Total GST Liabilities	<u>\$31,722.82</u>
Payroll Liabilities	\$783.00
Superannuation	\$4,268.14
Grants	\$20,094.62
Total Liabilities	<u>\$64,433.21</u>
Net Assets	<u>\$101,902.63</u>
Equity	
Retained Earnings	\$55,457.05
Current Earnings	-\$2,947.76
Historical Balancing Account	\$49,393.34
Total Equity	<u>\$101,902.63</u>

## Horsham Agricultural Society

**MAJOR PURCHASES & EXPENSES**

APRIL 2023 TO MARCH 2024

Plumbing improvements	\$ 2,900
Electrical upgrades	\$ 6,700
Fencing	\$ 9,258
Equipment repairs	\$ 900
Portable Heaters	\$ 2,888
Defib Machine	\$ 1,186
Floor Scrubber	\$ 4,500
White Chairs	\$ 6,900
Gazebos	\$ 500
<b>TOTAL</b>	<b>\$35,732</b>