

HORSHAM AGRICULTURAL SOCIETY INC

ANNUAL REPORT

FOR THE YEAR ENDED
31 MARCH 2025



ESTABLISHED 1876

PREPARED BY

EXECUTIVE OFFICER: ANDREA CROSS

MAYDALE RESERVE, HORSHAM SHOWGROUNDS PO BOX 697, HORSHAM VIC 3402
0400 425 254 maydalereserve@gmail.com www.horshamshow.com.au



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

For the year ended 31 March 2025

HORSHAM AGRICULTURAL SOCIETY OFFICE-BEARERS: 2024-25

President: Daryl Wallace

Vice President: Mathew Hill

Vice President: Cindy Francis

Horsham Show Manager: Fiona Tracey

Treasurer: Jenny Maroske

Executive Officer: Andrea Cross

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 (Councillors who have served 20+ years): Andy Rudolph, Barry Gross, Peter Velthuis, Max Johns, Ron Tickner, Jill Sinclair, Peter Jackman and John Barr.

COUNCILLORS: Brian Kuchel (dec'd 22/10/24), Cindy Francis, Dalton Cross, Daryl Wallace, Debbie Carmen, Emily Friedrichsen, Fiona Tracey, Ian Walter, Jenny Maroske, Jill Sinclair, John Barber, Leigh McGenniskens, Lynda Jorgenson, Mathew Hill, Tracy Matthews, Di Bell, Ele Voigt, Alex Williams, Maddy Summerhayes and Sue McPhee.

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, Leigh McGenniskens and John Barber with Di Bell pending.

HORSHAM AGRICULTURAL SOCIETY PARTNERS:

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

MEMBERS

For the year ended 31 March 2025

| | | |
|----------------------|-----------------------|-----------------------|
| BALL, Paula | FRIEDRICHSEN, Emily | PLUMRIDGE, Ian |
| BARBER, John | GROSS, Barry | PIETSCH, Caryn |
| BARR, John | HARRIS, Alan | ROGERS, Daniel |
| BAUDINETTE, Lorraine | HANCOCK, Mellisa | RUDOLOPH, Andy |
| BELL, Di | HARDING, Robert | RUSSEL, John |
| BENBOW, Michael, | HEARD, Leoni | RUSSEL, Warren |
| BENNETT, Ron | HILL, Mathew | SHERIDAN, Sue |
| BLAKE, Fred | HUTCHINSON, Megan | SINCLAIR, Jill |
| BOND, Bridget | IRWIN, Leonie | MOUNT STAPYLTON WINES |
| BORGAS, Adam | JACKMAN, Peter | STAEHR, Gary |
| BROUWER, Mabel | JOHNS, Max | SUMMERHAYES, Maddy |
| BURNS, Max | JORGENSEN, Lynda | TICKNER, Ron |
| BURNS, Sue | KUCHEL, Brian | TRACEY, Andrew |
| CARMEN, Debbie, | LEWIS, Natalie | TRACEY, Fiona |
| CLARK, Elma | MAROSKE, Jenny | TRICKEY, Craig |
| CLARK, Wesley | MATTHEWS, Tracy | VELTHUIS, Peter |
| CLEGG, Kendra | McGAUCHIE, Robyn | VINCENT, Leanne |
| CROOKE, Kevin | McGENNISKEN, Leigh | VOIGT, Ele |
| CROSS, Andrea | McRAE Warren | WALLACE, Daryl |
| CROSS, Dalton | MIBUS, Trevor | WALTER, Ian |
| DALLA, Johnathan | MILLEAR, Sarah | WEIR, Norm |
| DIXON, Denise | MILLER, Rod | WERNER, Peggy |
| DUMESNY, Colleen | MOORE, Danielle Moore | MIDWEST RIDING CLUB |
| EAGLE, Craig | MOUNT Stapylton Wines | WILLIAMS, Alex |
| FINN, Sue | PLAZZER, Suzanne | WILLS, Sandra |
| FRANCIS, Cindy | PLAZZER, Frances | WIRTH, Robert |

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 as a member before former president Cr. Peter Jackman encouraged him to join the council. Daryl is well known in shearing competitions across Australia as a former shearer, competitor and current judge. Daryl brings his agricultural experience and dedicated leadership to support the endeavours of all the councillors and members of the organisation.

As the AGM represents the culmination of our 2024-2025 year, I would like to give my perspective on how the year has panned out and my belief in what the future holds for us here at the Horsham Agricultural Society.

We have had another good year with the events we have run, being well patronised and receiving good positive feedback from the community. The year kicked off with the second SMOKE on the Water winter event which by all accounts, achieved its objective of providing a casual community event on the banks of the Wimmera River at a time of the year when there's not all that much going on.

Our 2024 Agricultural Show was the first one managed by Fiona Tracey who did a magnificent job. Managing a couple of coups in attracting the camel rides and monster trucks to give that extra bit of patron participative attraction. This was helped by her focus on targeting sponsorship to directly enable specific components of our entertainment. I have seen a brief snapshot of what Fiona is proposing for this coming Show and all I can say is "Watch this space!".

Our other major event being the 150km Feast evolved into a series of events, beginning with Dinner Under the Stars, held earlier this year, represented the culmination of an immense amount of work, principally by Andrea, over a long period of time. The enormity of the task was most certainly exacerbated by the State Government grant of \$70,000 which Andrea secured in 2024. This placed expectations of enhanced production standards from what our already successful 150km Feast had shown and yet Andrea met the challenge.

Following the dinner, a more family friendly market day and food and wine festival was held, despite lower attendance than that of the previous year. When factoring in the poor trading figures nationally for the Christmas/New year period, the executive team and I feel that we bucked that trend and the day was yet again a success.

The final major event for the year was the Merino breeders' sheep show which has been held in the Maydale Pavilion for the last few years. Since its inception, this has been run and organised by Danni Wilson and Kevin Croke, principals of Tamaleuca Poll Merino Stud. Sadly this year represents the last year that they are willing to do this, but I would like to take this opportunity to express the thanks of the Horsham Agricultural Society for their involvement. As well as the courteous, helpful and respectful manner in which all communications were held.

Unfortunately, I had to inform them that we were not in a position to takeover the running of the event, due to a dwindling volunteer base. However, they shall try to get the show to continue with the help of a few of their members based closer to Horsham. As Mathew Hill was unable to attend on the day to steward, it was two of our younger councillors, Ele Voigt and Alex Williams, who stepped up and did a fantastic job in his place.

Although not listed as a major event, probably one of the most eventful happenings of the year was the sudden arrival of almost 650 persons in the form of firefighting personnel, creating a basecamp to support the Grampians and Little Desert Fires.

This occurrence shortly before the 150km Feast was obviously not ideal and placed an added layer of pressure on Andrea at the time. The Department's visit did however turn out quite well between venue hire and infrastructure improvements.

Our event camping has been consistent and our venue hire for private and public functions, continue to provide a steady income throughout the year.

None of these things can occur without a great team and I would like to express my gratitude to the executive team who have helped support me throughout the year as well as all our councillors, members, volunteers and paid helpers.

In February 2024, the Society embarked on a major change of direction with the introduction of paid members of staff, (Andrea Cross - Executive officer and Fiona Tracey – Show Manager), whilst this worked out it was not without its shortcomings for all concerned. This was to be expected though and now we are in position of reviewing and rearranging. Another contributing factor in this reshaping of the setup is that after many years of tireless enthusiasm and dedication to all things Horsham Ag Society, our Secretary/Executive Officer Andrea Cross has expressed her desire to reduce her involvement with us so she may devote more of her time to her husband Shane and the rest of her growing family. Whilst we are not losing Andrea, we do wish her all the best for this next stage in her life.

Respectfully submitted

DARYL WALLACE

H.A.S. President



THE EXECUTIVE OFFICER

Andrea Cross has been part of agricultural shows since she was five years old, and her connection to rural life runs deep. A farmer's daughter, now married to a builder and mother to three sons—two of whom work in agriculture—Andrea is also a proud grandmother to four grandchildren who love the farm as much as she does. Her lifelong involvement in agricultural shows evolved into leadership when she began volunteering with the Horsham Agricultural Society at the end of the last century.

With a professional background spanning events management, marketing, social media, project management, and governance, Andrea brings both experience and heart to the role. She's passionate about strengthening community ties and increasing the social impact of the society. Through her work, Andrea is focused on building a vibrant, connected future for the Horsham Ag Society—one that honours its heritage while embracing new opportunities to engage, inspire, and grow.

The 2024–2025 year marked a period of significant growth, resilience change and community engagement for the Horsham Agricultural Society. Our commitment to celebrating regional excellence, fostering strong partnerships, and enhancing our facilities was evident across all areas of our work.

Maydale Reserve: A Community Asset in Action

Maydale Reserve continued to serve as a versatile and valued venue for weddings, private functions, public events and exhibitions throughout the year. The rustic charm of this historic precinct and riverfront location make it one of the Grampians Wimmera Mallee region's most sought-after venues.

In February 2025, Maydale Reserve also played a critical role in the emergency response to bushfires in the Grampians and Little Desert National Parks. For three weeks, the site was transformed into a fully operational base camp by the State Government's Department of Energy, Environment and Climate Action (DEECA), providing essential support to emergency personnel. This marked a proud moment for the Society as our facilities supported the broader community during a time of need. However, it also demonstrated how the Maydale Reserve plays an important role as an essential venue in the heart of town for unexpected crisis and also having the ability to house livestock which were at risk during the fires.

Horsham Ag Society - Our Top Five Events:

Our five major events reflect the society's commitment to connection, celebration, and service, while remaining true to our purpose:

- 150km Feast: A celebration of local produce and a harvest festival like no other, held in February on the last weekend of summer
- Wimmera Merino Sheep Show: A showcase of elite livestock and a platform for breeders across the region.
- Smoke on the Water: A winter event bringing together food, wine, music and fire for locals and visitors for an afternoon of entertainment under the cover of the Maydale Pavilion and grassed areas overlooking the Wimmera River.
- The 146th Grand Annual Horsham Agricultural Show: A major highlight, continuing our tradition of celebrating rural life, innovation, and family fun.
- Horsham Horse Show: Celebrating the equestrian community with a strong turnout and remarkable sportsmanship.

Community Support and Engagement through our people at the Horsham Ag Society

- Crs Peter Jackman, Cr. Daryl Wallace and Cr. Mathew Hill - attended the Australian Sheep & Wool Show in Bendigo in mid-July showcasing their shearing judging and stud sheep exhibitor skills
- Andrea Cross - guest presenter at Deakin University Geelong for Innovation Ag conference.
- Andrea Cross - monthly contributor on Triple H Community Radio with Di Trotter
- Andrea Cross - guest speaker at Natimuk Probus Club
- Andrea Cross - guest speaker at a Farm & Community Forum in Goroke
- Wayne Hornsby through AXIS Employment has now gained part time permanent work at the Maydale Reserve.
- Phil Hunter farewelled in December after eight years as our workshop supervisor.
- Zac Oakley farewelled from an after-school casual position
- Collaborated with the Warracknabeal Racing Club's Sheep Hills Cup and our five agribusinesses to produce a mini 150km Feast producers stand
- Celebrated National Volunteers week on Social Media
- Acknowledging our regular volunteers Wes Clark (workshop), Connie Latus (Horsham Horse Show), Wes Howard (Wednesday afternoon volunteer), Austin Jones, Hirani Hornsby, Natalie Bolwell, Wendy Wood, June McGennissen, Rex & Josie Matheson, Fiona & Gary Sanderson (regular event and grounds volunteers when available) who deserve our deepest thanks!

Community Support and Engagement through opportunities at our venue at the Maydale Reserve

- Hosted a GWM Tourism Sustainability & Regenerative Workshop
- Hosted West Vic Business Town Strategy Masterclass
- Participants in the Seniors Expo at the Horsham Town Hall, auspiced by the U3A.
- Host Murtoa Secondary College students participating in the WSM LLEN's Crossroads Volunteering Project undertaking regular volunteering on site.
- HAS Accessibility Plan launched online

Improvements around the Maydale Reserve

- Horsham Rural City Council installed new lights to the walking track which has certainly 'lit the way' as a backdrop to the river is highlighted.
- Rustic fencing has been erected onsite creating borders between venues.
- Support from the community has seen donations from a horse buggy to piano's!

Acknowledgments

This year has once again reminded us of the power of community. We are deeply grateful to our volunteers, sponsors, partners and members for their dedication and support.

Special thanks to emergency responders who entrusted us to host their operations and to those behind the scenes who ensured the Society was able to step up in a time of crisis along with the offers of support, through what was a challenging time in our community.

Looking Ahead

With strong foundations and a renewed sense of purpose, we look forward to the year ahead. Our focus remains on supporting local producers, enhancing visitor experiences, and delivering events and spaces that reflect the strength, diversity, and spirit of our community.

We are incredibly grateful for our financial partners who continue the journey with us: Axis Employment, Yes Optus Horsham, ACE Radio and The Weekly Advertiser.

HORSHAM SHOW MANAGER

Fiona Tracey, the dedicated Show Manager of the Horsham Show, joined the Horsham Ag Society as a councillor in 2022 after becoming a member in 2021. She was drawn to the organization while participating in their events and felt a real sense of belonging, which was important for someone new to town. Fiona loves all aspects of the Show, and her extensive experience in event coordination, gained through events like the Meredith Music Festival and Golden Plains Music Festival, brings a new level of professionalism to the Horsham Show, the largest event in Horsham.

The 146th Grand Annual Horsham Agricultural Show showcased the remarkable strength of community and collaboration. These events are more than just gatherings; they represent the culmination of countless hours of commitment, energy, and passion from a diverse range of individuals.

I'd like to express my heartfelt gratitude to the Show committee and former Show Secretary, Andrea Cross, for their invaluable support as I transitioned into the role. Additionally, the assistance from the workshop staff and Rex and Josie, Mike and Marion, who took advantage of free camping to help us set up for the Show, was invaluable.

I would also like to thank our sponsors whose generous contributions offered vital resources, the exhibitors who displayed their incredible talents and innovations, and the volunteers whose unwavering efforts ensured a seamless experience.

And the patrons of course, infusing the event with life and enthusiasm. Your collective participation not only made this event a tremendous success but also honored the spirit and traditions of our community. Thank you for your invaluable support and enthusiasm; it has been both a pleasure and a true learning experience to take on this role!

Successes

Despite facing several challenges, the event stood out as a remarkable success, as evidenced by the overwhelmingly positive feedback received both in person and online. Entertainment options such as camel and monster truck rides captivated attendees on both Saturday night and Sunday. The event included two face painters, and relocating the outdoor face painter to a sheltered area due to inclement weather proved to be a wise decision. The MXW Wrestling performances were particularly engaging, featuring seven 45-minute shows that kept the audience entertained throughout the day. The shearing competition and the Makers Pavilion consistently attracted crowds, with cake decorating demonstrations and Devonshire teas being especially popular.

A new competition, The Emergency Services Cup was coordinated by Cr. Emily Friedrichsen and it was a huge hit amongst the emergency services personnel who are geared up to do repeat performances at the 2025 Show.

Although there was initial confusion regarding the new entrance gate, it eventually received positive feedback. Furthermore, Hoop Sparx's giant bubble act at the front gate provided a delightful diversion during EFTPOS issues stemming from power outages.

THE 146TH GRAND ANNUAL HORSHAM AGRICULTURAL SHOW



Challenges

We encountered several challenges with the new layout for food traders and the entrance, primarily due to power issues. Traders arrived with more equipment than expected, and the rented light towers and generators were not in working order. Security was also a concern, as there was a break-in on Saturday night, resulting in go-karts being thrown into the river and mini-golf clubs being stolen. This matter will be addressed by installing new gates. Additionally, the weather presented difficulties, with strong winds during the morning setup and intermittent rain on Sunday, which impacted the crowd attendance throughout the day.

KEY STATISTICS

Total Attendees: 6,000+

Volunteers: 39 (Ages 12–94)

Makers Pavilion Entries: 1,497

Competitions: 6

- Makers Pavilion
- Merino Shearing
- Woolhandling
- Miniature Goats
- Rare Sheep Breeds
- Emergency Services Challenge

Food & Drinks Vendors and Market Traders

- HAS BBQ
- Devonshire Teas: Mid West Riding Club
- Independent Food & Beverage Traders - 27
- Market Stall Traders - 32
- Showbag Companies - 2

Entertainment (18 Attractions)

- Agricultural Playground (Maze, Sandpit Dig, Mini Golf, Go Karts)
- Animal Nursery
- Cake Decorating Demonstration
- Camel Rides
- Cartoon Portraits by Irene
- Face Painting
- Fireworks
- Hoop Sparx Performances
- Kids Biscuit Decorating
- LevelUp! Gaming
- Local Singers
- Mermaid Braids
- Monster Truck Rides
- MXW Wrestling
- Reptile Encounters
- Sensory Play by Creative Expressions
- Showmen's Guild Games & Amusements
- Tiny Goats 'n Co



Since it became a standalone event separate from the Horsham Agricultural Show in 2015, yet still part of the Grand Annual Horsham Show, the event has experienced significant changes.

In 2022, we made the bold decision to move the event to the back paddock of Maydale Reserve, as the main arena at the showgrounds fell into disrepair during the COVID pandemic.

Ground preparation is always challenging. After a dry winter, we faced obstacles, but with the help of Cr. Leigh McGennissen, we were able to bring our vision of a green arena to life by bringing the old irrigator out of storage - it worked a treat.

Like many rural horse shows, we have noticed a decline in participation as costs continue to rise. However, we were delighted to see over 40 horses and their riders at the Horsham Horse Show on October

Our committed horse committee, which includes Cr. Cindy Francis, Cr. Fiona Tracey, Andrea Cross, and volunteer Connie Latus, works collaboratively to create a top-tier equestrian event that fits seamlessly into the Wimmera series of shows, taking place two weeks after our agricultural show.

We extend our heartfelt thanks to our judges, stewards, and the volunteers who manage the canteen. Admission is free, and we warmly invite both locals and visitors to join us at Maydale Reserve to enjoy the magnificent horses on display.



WIMMERA AUTUMN MERINO SHEEP SHOW

Once again, the year concluded with the Fabstock Wimmera Autumn Merino Sheep Show. Featuring a fantastic display of merinos and poll merinos from across the state, this competition is highly esteemed by studmasters and woolgrowers alike. The event was organized by the Wimmera Merino Sheep Breeders Association, alongside our dedicated staff and several councillors.

Unfortunately, the fleece competition was canceled this year due to a shortage of volunteers to oversee the event and a limited number of fleeces available from woolgrowers.

Highlights of the event included:

- The Fabstock Merino Champion, a ram bred by John Dalla of the Orrie Corrie stud.
- The Junior Sheep Judging award, which was presented to young Ava Harris from Koole Vale Merinos, marking her third consecutive win in this category.

A heartfelt thank you goes to Danni Wilson and Kevin Crooke from Tamaleuca Merino Stud, Ouyen, whose tireless efforts were instrumental in the event's success. However, 2025 will be their final year participating in this event, indicating that a new group of merino enthusiasts will need to take the reins if it is to continue in the future.





150km Feast: A Celebration of Local Produce

Now in its fifth season, the 150km Feast has developed into a brand with a series of events, thanks to funding from Agriculture Victoria for the 2025 event.

Under the 150km Feast brand, additional events were added to the signature event, renamed 150km Feast Dinner Under The Stars.

A total of seven events were created and included the 150km Feast Shed Market, 150km Feast Food Truck & Wine Festival, 150km Feast Dessert Trail, 150km Feast Wartook Valley Uncovered (cancelled due to the Grampians bushfires), 150km Feast Food Producers Tour, with SMOKE on the Water to finish the series of events under the brand in June 2025 as it focuses on food and local beverages as well. These events not only highlight our food bowl but continue to raise the profile of Horsham as a destination.

The 150km Feast Dinner Under The Stars once again proved to be a major drawcard and celebrating the rich agricultural and culinary offerings of our region on one of the hottest summer evenings in February. The event sold out well in advance, while the following day's Shed Market and Food Truck & Wine Festival, welcomed hundreds of visitors from near and far, although numbers were down as a heatwave swept across the state that weekend!

While the funding underpinned the brand, the work required to deliver all five events was intensive, particularly as several events had to be postponed due to the impact of the Grampians and Little Desert bushfires, and therefore the real results will only be known in our next financial year, with the final acquittal due to be completed by the end of June 2025.

The purpose of the grant was to;

- deliver activations that promote and increase local awareness and consumption of Victorian food and beverages
- provide opportunities for Victorian consumers to engage with local food and beverage producers
- further develop the Vic Grown website by increasing the number of producer profiles following the activation event.

Restricted to just five food producers, the brand certainly had a significant positive impact on our agribusiness partners; Valooka Farms, Rupanyup Living Produce Co., Grampians Vinegar, Dimboola Olive Estate and Beetanicals.

We look forward to working with them in the future, as Dinner Under The Stars continues in 2026. Winning this substantial grant entails a lot more deliverables and demands considerable time. Nevertheless, we are optimistic that the 150km Feast brand is now gaining recognition throughout Victoria and overseas as we welcomed back to the dinner table for the second time, sisters Barbara (Melbourne) and Bettina (Berlin), alongside Ally (Bendigo) and five time feasters, Peggy & Errol Werner from Gnawarre, near Geelong!

Along with our food producers and volunteer hospitality 'staff', our thanks must include our Dinner Under The Stars chefs, led by Stewart Neighbour (Stewart's Catering & Consulting), Cat Clarke (Chef Teacher Cat Clarke) and for her fifth year, Claire Morgan (Rupanyup Living Produce Co) who has been a diner, supplier and creator of desserts!

It takes a village as they say....

EVENTS

1 April 2024 – 31 March 2025

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Over the course of the year, along with our five major events, our grounds were hired out for five weddings and four private events. This number was down from previous years.

Event camping included Horsham Fishing Competition, Basketball Tournament, Rolling Solo Caravan Club and RegFest.

Basecamp took up twenty operational days! Throughout the year the Ballarat Vet Practice continued to utilise the grounds for bi-monthly visits to treat local horses.

The remainder of the year presents like this totalling more than 40 events/activities including the aforementioned:

APRIL

- W.M.H.V.S. Swap Meet

JUNE

- SMOKE on the Water (see full report)

JULY

- AWI Wool Trips
- Coffee & Cars
- Horsham Show Information Session

AUGUST

- Try-A-Trade Aboriginal Careers Expo (Goolum Goolum)

SEPTEMBER

- WFNL Vote Count & Presentation Night
- Horsham Show (see full report)

OCTOBER

- Horsham & District Orchid Show
- Horsham Horse Show
- Seniors Tours for Seniors Month
- GWM Tourism Sustainability & Regenerative Workshop
- West Vic Business Town Strategy Masterclass

NOVEMBER

- Truck Show
- The Push (live music for youth)
- Kannamaroo Festival

DECEMBER

- Miniature Goat Show
- Three corporate Christmas Parties
- Christmas Eve with Voddy & Vacay

JANUARY

- Information night for Smart Artz Theatre's Midsommer Night's Dream
- Basecamp from 31 January - 19 February

FEBRUARY

- 150km Feast (see full report) including Dinner Under The Stars, Shed Market, Food Truck & Wine Festival, Dessert Trail and Food Producers Tour

MARCH

- Horsham Fishing Competition
- WASA Dinner
- Wimmera Autumn Merino Sheep Show



THE TREASURER

Jenny Maroske was appointed as the Treasurer of the Horsham Agricultural Society in 2016, bringing a wealth of experience from the finance sector. She has worked full-time with small businesses and volunteered for numerous organizations. What began as a simple role managing monthly expenses has quickly transformed into overseeing a weekly payroll for up to four staff members, processing invoices, and maintaining financial compliance at all times. Jenny is truly dedicated to her responsibilities as Treasurer.

Financial Report Submission

I am pleased to present this financial report to our members. The following pages include our Profit & Loss Statement and Balance Sheet. While these financial documents remain unaudited as of May 28, 2025, they are available here for discussion during our Annual General Meeting.

In processing all the data—which now encompasses reports from online payment systems through booking forms, direct bank deposits, and our Square EFTPOS machine—the role of Treasurer requires consistent hours in the office alongside the Executive Officer.

I would like to take this opportunity to express my gratitude to Cr. Di Bell, who has input a significant amount of data for me to analyze. She has supported me through the inevitable changes as our organization enhances its financial structures. Her bookkeeping expertise and meticulous attention to detail align with my values, and together we form an unofficial yet successful fiscal team!

Bank Balances

As of March 31, 2024, we concluded the financial year with the following bank balances:

- Business Cash Reserve: \$84,031.87
- Cheque Account: \$6,450.47
- Special Event (and Grant) Account: \$5,015.47

Membership

Member support has decreased to 78, including our life members. We encourage community members to join the agricultural society, as the benefits are worthwhile. Membership includes free tickets to the events we organize, with the exception of the 150km Feast, where tickets are offered at a discounted rate.

Being a member also provides opportunities for individuals to engage through volunteering behind the scenes before, during, and after our events, allowing them to meet new people and find a sense of community. We welcome volunteers for just one day a year—or more!



Horsham Agricultural Society
PO Box 697
Horsham Vic 3401

Profit and loss report

Cash mode

01 Apr 2024 - 31 Mar 2025

| | Total | | | |
|--------------------------------------------|-------------------|-------------------|--------------------|---------------|
| | Actual | Last Year | Variance \$ | Variance % |
| 4-0000 INCOME | | | | |
| 4-1050 Ag Society Membership | 2,630.47 | 2,653.60 | (23.13) | -1 |
| 4-1100 Bar Stock Sales | 255.45 | 0.00 | 255.45 | - |
| 4-1480 Tours | 177.27 | 0.00 | 177.27 | - |
| 4-1500 Building and Ground Hire | 32,031.65 | 39,799.97 | (7,768.32) | -20 |
| 4-1650 Camping | 39,174.70 | 29,205.10 | 9,969.60 | 34 |
| 4-1670 Catering Functions | 2,532.73 | 0.00 | 2,532.73 | - |
| 4-1713 Aluminium Cans /Container recycling | 431.96 | 0.00 | 431.96 | - |
| 4-1715 Float | 16,810.00 | 11,960.00 | 4,850.00 | 41 |
| 4-1720 Grants | 0.00 | 31,632.00 | (31,632.00) | -100 |
| 4-2000 Donations | 75.00 | 115.00 | (40.00) | -35 |
| 4-2015 Sundry | 128.91 | 6,824.55 | (6,695.64) | -98 |
| 4-2020 Wage Subsidy | 10,673.07 | 692.31 | 9,980.76 | 1442 |
| 4-2030 Goat Show | 0.00 | 171.82 | (171.82) | -100 |
| 4-2300 Interest | 1,593.41 | 850.39 | 743.02 | 87 |
| 4-5110 Partnership | 10,000.00 | 5,000.00 | 5,000.00 | 100 |
| 4-7010 150km Feast | 56,137.07 | 28,466.05 | 27,671.02 | 97 |
| 4-7020 BushWackers Concert | 0.00 | 8,492.24 | (8,492.24) | -100 |
| 4-7021 Country Music Afternoon | 0.00 | 11,947.81 | (11,947.81) | -100 |
| 4-7022 Shade of Troopers Creek | 0.00 | 1,363.64 | (1,363.64) | -100 |
| 4-7023 Football Vote Count Bar | 3,443.21 | 0.00 | 3,443.21 | - |
| 4-7030 Wimm Merino Sheep Show | 6,310.00 | 5,106.36 | 1,203.64 | 24 |
| 4-7035 Smoke On The Water | 6,228.31 | 8,256.49 | (2,028.18) | -25 |
| 4-8000 AG SHOW INCOME | | | | |
| 4-8010 Trade Sites | 9,475.01 | 5,553.62 | 3,921.39 | 71 |
| 4-8012 BBQ / BAR | 606.77 | 760.00 | (153.23) | -20 |
| 4-8013 Show Grant | 1,700.00 | 0.00 | 1,700.00 | - |
| 4-8015 Gate Takings | 52,523.64 | 62,427.44 | (9,903.80) | -16 |
| 4-8020 Horse Entry | 801.83 | 1,695.59 | (893.76) | -53 |
| 4-8170 Showmans Guild | 7,200.00 | 5,154.55 | 2,045.45 | 40 |
| 4-8200 Stable Bookings | 2,144.82 | 1,701.21 | 443.61 | 26 |
| 4-8230 Shearing/Wool Handling | 1,901.35 | 3,277.30 | (1,375.95) | -42 |
| 4-8280 Sheep | 142.73 | 0.00 | 142.73 | - |
| 4-8300 Show Sponsorship | 6,013.64 | 6,778.18 | (764.54) | -11 |
| 4-8350 Show Sundry | 623.64 | 1,899.09 | (1,275.45) | -67 |
| Total AG SHOW INCOME | 83,133.43 | 89,246.98 | (6,113.55) | -6.90% |
| Total INCOME | 271,766.64 | 281,784.31 | (10,017.67) | -3.60% |
| Gross Profit | 271,766.64 | 281,784.31 | (10,017.67) | -4 |

Profit and loss report

Cash mode

01 Apr 2024 - 31 Mar 2025

| | Total | | | |
|---------------------------------------|--------------------|-------------------|--------------------|---------------|
| | Actual | Last Year | Variance \$ | Variance % |
| 6-0000 EXPENSES | | | | |
| 6-1100 Advertising | 165.45 | 0.00 | 165.45 | - |
| 6-1120 Affiliation Fee - VAS and WASA | 113.64 | 2,259.09 | (2,145.45) | -95 |
| 6-1130 Bank Fees | 1,929.04 | 778.00 | 1,151.04 | 148 |
| 6-1132 Bar | 1,228.98 | 245.45 | 983.53 | 401 |
| 6-1135 Bookkeeping | 3,600.00 | 2,400.00 | 1,200.00 | 50 |
| 6-1145 Catering Expenses | 5,736.05 | 1,940.90 | 3,795.15 | 196 |
| 6-1146 Country Music Afternoon | 0.00 | 2,408.75 | (2,408.75) | -100 |
| 6-1150 Donations | 100.00 | 0.00 | 100.00 | - |
| 6-1230 HOG Rally | 0.00 | 57.09 | (57.09) | -100 |
| 6-1250 Electricity | 7,764.57 | 8,232.13 | (467.56) | -6 |
| 6-1270 Equipment | 606.11 | 16,883.37 | (16,277.26) | -96 |
| 6-1290 Float | 16,810.00 | 10,900.00 | 5,910.00 | 54 |
| 6-1300 Fuel | 207.67 | 436.60 | (228.93) | -52 |
| 6-1400 Gas | 862.81 | 597.82 | 264.99 | 44 |
| 6-1450 Grant Exp | 14,881.98 | 33,406.70 | (18,524.72) | -56 |
| 6-1500 Insurance | 21,073.70 | 15,712.48 | 5,361.22 | 34 |
| 6-1520 Insurance Claim | 0.00 | 1,000.00 | (1,000.00) | -100 |
| 6-1550 Subscriptions | 1,283.18 | 1,388.64 | (105.46) | -8 |
| 6-1600 Postage | 174.50 | 292.46 | (117.96) | -40 |
| 6-1700 AG SHOW EXPENSES | | | | |
| 6-1701 Advertising | 1,129.10 | 2,781.82 | (1,652.72) | -59 |
| 6-1712 Entertainment | 21,577.29 | 15,826.10 | 5,751.19 | 36 |
| 6-1718 Horse Event Exp | 0.00 | 272.11 | (272.11) | -100 |
| 6-1720 Judges Exp | 0.00 | 860.00 | (860.00) | -100 |
| 6-1728 Prizes | 5,702.50 | 6,634.05 | (931.55) | -14 |
| 6-1730 Sashes | 2,083.75 | 783.63 | 1,300.12 | 166 |
| 6-1740 Show Sundry | 8,743.63 | 11,751.36 | (3,007.73) | -26 |
| Total AG SHOW EXPENSES | 39,236.27 | 38,909.07 | 327.20 | 0.80% |
| 6-1746 150 km Feast | 54,095.38 | 18,473.54 | 35,621.84 | 193 |
| 6-1747 Bushwackers Concert | 0.00 | 8,670.36 | (8,670.36) | -100 |
| 6-1751 Smoke on the Water | 4,238.76 | 2,959.69 | 1,279.07 | 43 |
| 6-1752 Country Music Afternoon | 0.00 | 7,221.41 | (7,221.41) | -100 |
| 6-1753 Wimm Merino Sheep Show | 1,245.54 | 270.38 | 975.16 | 361 |
| 6-1756 Horse Show Exp | 769.68 | 547.98 | 221.70 | 40 |
| 6-1760 Repairs and Maintenance | 20,385.49 | 30,239.78 | (9,854.29) | -33 |
| 6-1775 StationeryPrintingOffice | 1,701.10 | 1,645.96 | 55.14 | 3 |
| 6-1777 Staff Amenities | 78.29 | 0.00 | 78.29 | - |
| 6-1778 Sundry | 866.86 | 4,088.36 | (3,221.50) | -79 |
| 6-1780 Telephone | 1,395.70 | 1,531.83 | (136.13) | -9 |
| 6-1800 Water/ Land Rates | 2,445.62 | 3,580.43 | (1,134.81) | -32 |
| 6-1801 Sundry - Staff Amenities/Clean | 814.99 | 990.95 | (175.96) | -18 |
| 6-1802 Waste Removal | 1,458.72 | 0.00 | 1,458.72 | - |
| 6-5100 Wages & Salaries | 117,330.77 | 64,094.37 | 53,236.40 | 83 |
| 6-5150 Superannuation | 13,372.90 | 6,952.64 | 6,420.26 | 92 |
| 6-5200 Employment Expenses | 600.00 | 0.00 | 600.00 | - |
| Total EXPENSES | 336,573.75 | 289,116.23 | 47,457.52 | 16.40% |
| Operating Profit | (64,807.11) | (7,331.92) | (57,475.19) | -784 |
| Net Profit | (64,807.11) | (7,331.92) | (57,475.19) | -784 |



Horsham Agricultural Society

PO Box 697

Horsham Vic 3401

Balance sheet report

Cash mode

31 Mar 2025

| | Actual | Total | | |
|-------------------------------------|------------------|-------------------|--------------------|----------------|
| | | Last Year | Variance \$ | Variance % |
| 1-0000 Assets | | | | |
| 1-1100 General Cheque Account | 4,417.81 | (3,061.74) | 7,479.55 | -244 |
| 1-1116 Grant Acc | 4,678.87 | 8,705.78 | (4,026.91) | -46 |
| 1-1150 Wpac Bus Cash Reserve Acc | 84,031.87 | 153,438.46 | (69,406.59) | -45 |
| Total Assets | 93,128.55 | 159,082.50 | (65,953.95) | -41.46% |
| 2-0000 Liabilities | | | | |
| 2-2000 Trade Creditors | 53.00 | 53.00 | 0.00 | 0 |
| 2-3000 GST Liabilities | | | | |
| 2-3010 GST Collected | 44,129.54 | 46,333.86 | (2,204.32) | -5 |
| 2-3030 GST Paid | (38,151.04) | (37,179.60) | (971.44) | 3 |
| 2-3035 PAYG | 0.00 | (524.00) | 524.00 | -100 |
| 2-3040 HRCC Loan | 21,000.00 | 24,000.00 | (3,000.00) | -12 |
| Total GST Liabilities | 26,978.50 | 32,630.26 | (5,651.76) | -17.32% |
| 2-5000 Payroll Liabilities | 7,057.00 | 3,862.00 | 3,195.00 | 83 |
| 2-5500 Superannuation | 7,329.02 | 5,419.10 | 1,909.92 | 35 |
| 2-6000 Grants | 20,094.62 | 20,094.62 | 0.00 | 0 |
| Total Liabilities | 61,512.14 | 62,058.98 | (546.84) | -0.88% |
| Net Assets | 31,616.41 | 97,023.52 | (65,407.11) | -67 |
| 3-0000 Equity | | | | |
| 3-8000 Retained Earnings | 47,630.18 | 54,962.10 | (7,331.92) | -13 |
| 3-9000 Current Earnings | (65,407.11) | (7,331.92) | (58,075.19) | 792 |
| 3-9999 Historical Balancing Account | 49,393.34 | 49,393.34 | 0.00 | 0 |
| Total Equity | 31,616.41 | 97,023.52 | (65,407.11) | -67.41% |