



Minutes of AAA Board Videoconference

19 July 2021

16:00

Via zoom

CONVENING OF MEETING

WELCOME President Brett Fallon opened the meeting at 16:03

PRESENT: Brett Fallon, Carolyn Austin; Julie Wilkinson; Mick Williams; Prue Walduck Lee Sadler
Sarah Wheeler

APOLOGIES: nil

IN ATTENDANCE: Amanda Olthof, Paul Haslin, Lyn Dickson

2021 National Show

The Board considered a report presented by Paul Haslin making recommendation that the show be cancelled, taking into consideration the continuing covid situation and changing situations with closures of borders between states. The low number of fleece entries for the show.

B21M39 The Board resolved to cancel the 2021 national show, including halter and fleece and youth events

Paul and Lyn were acknowledged for their contributions and all the effort and work that they have put into the show.

The accommodation booked for the convening team and judges was able to be fully cancelled by the CEO and deposits returned. Paul will liaise with the Bendigo showground venue to negotiate a refund. Prue to contact the judges to let them know about the show cancellation. Judge appointments will not be carried over to any future shows. Paul and Lyn to liaise with fleece tester to cancel the travel and accommodation, as well as fleece testing charges and refund AAA. trade stalls and sponsorship will be refunded.

Paul and Lyn left the meeting at 16:17

The Board discussed the member communication about the cancellation of the national show and agreed on key messaging. Prue to contact the judges to inform them of the cancellation. The judges will not be carried over to the next national show.

The Board discussed the promotion of winners from regional shows. This is already available for all shows but is not always supported by regions / convenors. Requires convenors to provide information and pictures to the office. All directors to encourage their regions to assist in this as a promotion.

Prue presented a proposal for the potential change to the National show in the future. A co-branding opportunity with an existing royal show to leverage off infrastructure and give opportunities to National show sponsors to contribute to the Royal Melbourne. Initial discussions have been very positive and advantageous to both organisations. Cost comparisons were discussed and analysed. The Board discussed the concept of "national" show that some states may not be able to attend. The Board discussed the concept in depth, including looking at strategic partnerships with major shows each year.

The Board was not supportive of the proposal of cobranding for 2021 Melbourne Royal for the 2021 National Alpaca Show.



The Board discussed future national show concepts and agreed to establish a working group.

The Board discussed the March 2022 National Fleece show that is currently in the planning stages. Lee has had discussions with the principal of Urrbrae Agricultural High School about the proposed fleece show as a desirable location. The Board agreed that planning continue with a fallback position of a “closed” fleece show.

The future of National Show Perpetual trophies was discussed again. The Board agreed to continue the on-line trophy concept and the winners of the trophies over the years will be profiled on the website and social media. Any unsponsored trophies will be retired. The Board agreed that sponsors will be contacted prior to the next national show and only sponsored trophies will be retained.

Next meetings:
20 July

Meeting closed 17:44

MINUTES CONFIRMED 17 AUGUST 2021