

## New South Wales

An enthusiastic and productive gathering marked the inaugural meeting of the recently formed NSW Lowline Cattle Promotion Group. The meeting was held at Elle Kay Lowline Stud, Londonderry on the 24th January 2009 and was attended by 20 people. The group was formed as a result of the amalgamation of the former Southern NSW and Hunter Valley Promotion Groups. Since many of the active members of both former promotion groups live within close proximity to Sydney, it is believed that by combining resources a larger more cohesive group will result.

With the support from many longstanding committee members, and in a unanimous decision, the 2008 Youth Ambassadors, Emma Germany and Lana Kuipers took on the roles of president and secretary, with an executive committee consisting of Gail Maranik, Gay Pitt and Hayden Hollis.

If the first meeting of the group is any indication, the future of the breed in NSW looks bright. A calendar of events was proposed which will see group members attend various shows and field days around NSW as well as conducting a Junior Show in July. A great deal of enthusiasm and optimism was also apparent during discussions for the 2010 Lowline Cattle Muster Down Under, when Lowlines will be the feature breed at the Sydney Royal Show.

The group wishes to thank the executives, their families and members of both former groups for the work they have done over the past few years to promote the Lowline breed in their respective areas. The Hunter Valley Group, chaired by Cynthia Deakin and consisting of Gail Maranik and Margaret Wood have worked very hard over the years to promote Lowline cattle. Likewise, the executive of the Southern NSW Group, chaired by Keith Smith and consisting of Betty Higgins and Bob Tomkins, have also worked extremely hard in their area. We hope we can do as well.

**Lana Kuipers, NSWLPG Secretary**

## REGIONAL PROMOTION GROUP REPORTS



### Southern Region, Victoria

This past year we commenced our part of the ALCA Australasian campaign (the Youth/Schools programme) which will have an extremely important role to play in the future of the breed. SRPG will continue to sponsor prizes for the 'Handlers Camp', balloting animals and encouraging young people to take part through direct relationships or schools. This, we feel, is the way forward to ensure the continuing growth of the Australian Lowline breed with our future generations.

SRPG will continue to support and encourage members becoming involved in the Carcase Competition programme instigated over the last twelve months. This will require commitment over time but is an excellent means of promoting Australian Lowlines as a serious beef breed. There is more in the Journal about the success of some of our members over the past few months.

The purchase of our new display banners and a first-rate information board has proven to be well worth while. It has enabled us to support the SRPG members at the grounds of both Royal and local shows and Field Days. These materials and more are available to breeders to support their individual localised show activities.

We will re-establish our local advertising shortly offering a 'show bag' to interested persons as this has proven to be a valuable exercise in previous years. This will compliment our 'new-look' SRPG Vic web-site which encourages individuals to request further information direct from SRPG members or request additional material.

We will continue to organise our very popular Husbandry and Training Days. Unfortunately we had to postpone last week's Husbandry day due to the Victorian fires. We had 30+ booked including both new and existing members. The day will be now be moved to March.

A few of our members are having good success selling Lowline beef direct through friends and neighbours and are now looking for additional stock to supply their clients. Word of mouth is something we can all use as a cost effective promotional tool.

At the time of writing we are one week on from that horrendous day, February 7th. A day that nobody in Australia will ever forget. To my knowledge no ALCA member in Victoria has been seriously affected. Stay safe.

**Joan Adams, SRLPG Chairperson**



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