

ROYAL

# agricultural society

OF WESTERN AUSTRALIA



## annual report

2003



# Royal Agricultural Society of Western Australia

The Royal Agricultural Society of Western Australia Inc. (RASWA) is a not-for-profit charitable organisation based in Perth, Western Australia. With the support of members, councillors and industry, RASWA promotes rural Western Australia and the State's primary industries.

Working to help maintain and strengthen the bridge between city and country, the Society's activities showcase the extraordinary achievements of rural Western Australia. Since it was established in 1831, RASWA has successfully encouraged and assisted the development of Western Australian resources - including agricultural, horticultural, viticultural, industrial, rural, technological, commercial and mineral.

Operating under the Royal Agricultural Society Act, the RASWA makes a unique and dynamic contribution to Western Australia, playing a key role in agricultural shows and rural events around the State. The RASWA is responsible for Western Australia's largest annual community event, the Perth Royal Show which attracts about 400,000 visitors each year.

Our mission is to serve and enrich the  
people of Western Australia by showcasing  
the resources and endeavours of its people.

## **ROYAL AGRICULTURAL SOCIETY OF WESTERN AUSTRALIA**

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Claremont, Western Australia 6010

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# People of the Royal Agricultural Society of Western Australia

## PATRON

His Excellency, Lieutenant General  
John Sanderson AC  
Governor of Western Australia

## VICE PATRON

The Hon David Malcolm AC  
Chief Justice & Lieutenant Governor  
of Western Australia

## PRESIDENT

Dr Don Robertson

## VICE PRESIDENT

Mr Ivan Solomon

## IMMEDIATE PAST PRESIDENT

Mr Lou Giglia AM

## TREASURER

Mr David White

## PAST PRESIDENTS

Mr Peter Carter AM, JP  
Mr Milton Isbister  
Mr John O'Meehan JP  
Mr A J Webster OAM  
Mr John Wilding  
Mr Tom Wilding

*It is with sadness that the Society  
acknowledges the passing of Past  
Presidents in 2003:*

Jim Horwood and Arthur Wilkinson

## ELECTED COUNCILLORS

ALLEN, Deane  
BANNISTER, Margaret  
BARRETT, Kingsley  
BARWICK, Trevor E  
BESSEN, Bevan  
BOURNE, Ross  
BROCKWAY, Greg  
CAHILL, Kevin V  
CARTER, Paul L  
DEMPSTER, Peter J  
FORREST, Don K  
GIGLIA, Leon  
HAWES, Robert P  
HUMPHRIES, Vida  
JONES, Michael B  
PAYNE, William J  
PEARCE, Robert L Dr AM RFD JP  
PRESTON, Dudley F  
SHEPHERDSON, Geoffrey  
SNOWBALL, John  
THORN, Shirley  
VENN, Kip J  
WALSH, Peter D  
WARDEN, Hugh  
WHITE, Gordon M  
WILSON, Robert H Dr

*Resignations in 2003 - Messrs:*

HANLEY, John  
CAMPBELL, Bruce  
HAYES-THOMPSON, Robert  
BROCKWAY, Greg  
FORREST, Don

## HONORARY LIFE MEMBERS

BURT, Sir Francis AC KCMG QC  
CARTER, Peter T AMP, JP  
HOWSON, Jack F OBE JP  
ISBISTER, Milton L  
POPE, F Roy  
WILDING, Tom D

## HONORARY COUNCILLORS

BURGES, Keith A  
CUNNINGHAM, Tom M  
DRING, Peter  
EATON, Ellie  
HAYES-THOMPSON, Robert  
GAZE, Des O  
READING, Ross  
SEYMOUR, Theo M  
SHEPHERD, Jim H AO  
STONE, Don T  
TATE, John

## CHIEF EXECUTIVE OFFICER

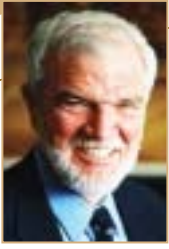
Mr Bruce Rathbone

## AUDITOR

Deloitte Touche Tohmatsu.

*The auditors are appointed at the  
Council Meeting following the AGM  
each year.*





## President's report

In 2003, the Claremont Showgrounds reflects not only a rich history but innovations that keep pace with changing times. The extensive infrastructure project of the 1990s in which the main arena was reconstructed to universal praise, several new pavilions built, old pavilions refurbished, power lines buried underground and the showground railway station built, has rejuvenated the site. We are now in a period of consolidation and the greatly improved facilities have assisted RASWA councillors, staff and volunteers work with vigour and enthusiasm to achieve many milestones in 2003.

More notable contributors to Western Australian agriculture were honoured by induction into the Hall of Fame and their portraits hung in the beautifully restored David Buttfield House.

The selection of our State's Rural Ambassador was organised by the RASWA and strongly supported by regional communities. Karl Suckling, WA's Rural Ambassador in 2001, and Rikki Foss (nee Grover), WA's Rural Ambassador in 2002, went on to be national champions. These outstanding successes attest to the commitment of the committees and councillors and, of course, to the qualities of the young Rural Ambassadors themselves.

Other Western Australian representatives that have done well at national or international levels in 2003 include junior judges, virgin olive oil exhibitors and baking competitors.

Perth Royal Show exhibitors are exposed potentially to almost two million Western Australians who attend the Show or who see media reports about the Show. There are two billion consumers or possible customers within relatively easy reach of Perth in Asia and the Indian sub-continent, and

many more worldwide. In 2003, the RASWA continued to internationalise the Perth Royal Show with Germany as Guest Nation. The Show also attracted Asian cattle buyers and a delegation of 40 Indonesian business people. The RASWA's initiative of making the Perth Royal Show a platform to promote exports and cultural exchange for the first time in Australia was commended by the Deputy Prime Minister John Anderson at the Prime Season luncheon at the 2003 Perth Royal Show.

A new section featuring inventions was popular with competitors and the public at the 2003 Perth Royal Show.

The Burswood Perth Royal Wine Show dinner is a prestigious event, which incorporated for the first time the presentation of trophies with judges' reports. The dinner was held in the presence of RASWA's patron, His Excellency Lieutenant General John Sanderson, Governor of Western Australia.

In October 2003, the RASWA hosted a successful national conference of the Australian Council of Agricultural Societies (ACAS), a body representing all the Royal and regional agricultural societies in Australia. Our improved showground facilities drew favourable comment from the visitors and they remarked that our rebuilding program occurred without the massive government assistance received by agricultural societies in other states.

In 2003, the RASWA continued to support affiliated agricultural societies through research into insurance and assistance in the federally funded Show Skills program. Council resolved from 2004 that the RASWA will offer a 10% discount on its membership subscriptions to financial members of affiliated agricultural societies. This should boost membership for RASWA and affiliated societies.

Education and youth development remain important priorities and the RASWA has continued to give scholarships at all agricultural colleges in WA. We have also supported the Department of Agriculture's recruitment of young people into agricultural careers through its Perth Royal Show display.

The RASWA Sundowner seminars during 2003 featured topical and important issues such as water allocation and impediments to international trade.

There were a number of changes to Council membership in 2003. We were all saddened by the deaths of past Presidents Jim Horwood and Arthur Wilkinson. Bruce Campbell retired. He was the driving force behind the extensive building program. Councillors John Hanley and Robert Hayes-Thompson also retired. Don Forrest and Greg Brockway have indicated they will retire at the 2004 AGM.

In 2004 we will have a special Perth Royal Show celebrating one hundred years on the Claremont site. It is also the 175th anniversary since the founding of the colony of Western Australia.

In 2003, the RASWA commissioned research to explore ways of further developing our grounds through partnerships or tenants. To date, stages one and two of this project are complete.

Dr. D.E. Robertson  
President



## 2003 Members of Council



**DEANE ALLEN** 53, was elected to the RASWA Council in 2000. In 2003, Mr Allen was Councillor in Charge of the Led Cattle Committee. Previously, he served as Councillor in Charge of the Farm Animal Kingdom, Fresh Food and Apiculture Committees.



**ROSS BOURNE** 71, FAICD, was elected RASWA Treasurer in 1995 and to Council in 2001. In 2003, he was Councillor in Charge of the Dairy Products and Photography Committees and a member of the Agricultural Liaison Committee.



**MARGARET BANNISTER** 63, was elected to the RASWA Council in 1987. In 2003, she was Councillor in Charge of the 100 Year Celebrations and Creative Craft and Cookery Committees. Mrs Bannister was a member of the Management, Agricultural Societies Liaison, Aged Care and Agricultural Art Award Committees. Previously, she was Councillor in Charge of the Dog, Horses Breed, Miss Show Girl, Floriculture, Aged Care and Agricultural Liaison Committees.



**GREG BROCKWAY** 56, was elected to the RASWA Council in 1998. In 2003, he was Councillor in Charge of the Horse Committee and a member of the Management and Arena/Entertainment Committees. Mr Brockway has been Assistant Ring Master in 2000, 2002 and 2003 and joint Ring Master in 2001. Previously, he was Councillor in Charge of the Apiculture and Bread Committees. He resigned on 17/12/03.



**BEVAN BESSEN** 50, was elected to the RASWA Council in 1996. He has been Councillor in Charge of the Conservation and Landcare Committee for the past eight years. Mr Bessen was appointed Councillor in Charge of the Poultry and Pigeon Committee in 2003 and is a member of the Agricultural Liaison Committee.



**KEVIN CAHILL** 70, was elected to RASWA Council in 1983. In 2003, he was Councillor in Charge of the Sheep and Governor's Cup Committees and member of the Constitution Committee. Previously, he was Councillor in Charge of the Apiculture, Pigs, Trade Pigs, Farm Day, Farm Skills, Trade Cattle, District Displays, Sheep, Tom Wilding and Floriculture.



**KINGSLEY BARRETT** 53, was elected to Council in 2003. He is a member of the Sheep Dog Committee.



**PETER CARTER** 81, AM, JP, is an Honorary Life Member of RASWA. Elected to RASWA Council in 1971, he served as President from 1984 to 1986 and was Councillor in Charge of the Dog, Ground Exhibitors, Finance and Grounds Committees, Ring Master and a member of the Management Committee.



**TREVOR BARWICK** 63, was elected to Council in 1985. In 2003, he was Councillor in Charge of Farm Animal Kingdom and a member of the Bread Committee. Previously, Mr Barwick has been Councillor in Charge of the Bread, Centenary and Tom Wilding Pavilion Committees and a member of the Rabbit, District Displays, Cavies, Sheaf Tossing, Farm Animal Kingdom, Tug of War, Farm Animal Nursery, District Displays and Street Parade Committees.

*Continued over...*

## 2003 Members of Council



**PAUL CARTER** 40, joined the RASWA Council in 1994. In 2003, he was Ring Master, Councillor in Charge of the Arena/Entertainment Committee, member of the Horse Committee and was Assistant Ring Master in 1999, 2000 and 2002. He has been Councillor in Charge of the

Floriculture, Apiculture, Centenary Pavilion and House Committees. He is a member of the Management Committee and has been involved with other committees including Sheep, Wine, District Displays and Fashion Committees.



**PETER DEMPSTER** 61, was elected to the RASWA Council in 1993. He is Councillor in Charge of Sheep Shearing and Sheep Dogs.



**DON FORREST** 75, was elected to Council in 1984. In 2003, he was Councillor in Charge of the Alpaca and Tom Wilding Pavilion Committees. Previously, Mr Forrest was Councillor in Charge of the Horse, Dairy Goat and Davis Pavilion Committees. He has been a member of the Sheep, Wool, Arena, Heritage, Art, Wine and Street Parade Committees. He resigned on 17/12/03.



**LEON GIGLIA** 41, was elected to the RASWA Council in 1996. In 2003, he was Councillor in Charge of the Prime Season Committee. Previously, Mr Giglia was Councillor in Charge of the Cattle and Fresh Produce and Committees and he has been a member of the Arena and Management Committees.



**LOU GIGLIA** 63, AM, was elected to the RASWA Council in 1988 and served as President from 1999 to 2001. In 2003 Mr Giglia received the Centenary Medal and was a member of the Management and Prime Season Committees and Chairman of the Agricultural Hall of Fame Committee. Previously, he was Councillor in Charge of the Farm Animal Expo and Dairy Cattle Committees.



**ROBERT HAWES** 65, MA (CANTAB) was elected to Council in 1996. In 2003, he was Councillor in Charge of the Bread and Youth Focus Committees. Previously Mr Hawes was Councillor in Charge of the Horses in Action, Horses and Focus Agriculture Committees. He has also been involved with the Horses Breed and the Farm Animal Kingdom Committees.



**VIDA HUMPHRIES** 51, was elected to Council in 2002. She is Councillor in Charge of the Street Parade and a member of the Rural Ambassador, Sheep, Wool and Meat & Fibre Goat Committees.



**MILTON ISBISTER** 90, is an Honorary Life Member of RASWA. Was elected to Council in 1963, he was President from 1978 to 1980. Mr Isbister was involved in numerous committees and was Councillor in Charge of the Sheep and Cattle Committees.



**MICHAEL JONES** 67, was elected to the RASWA Council in 1988. In 2003, he was Councillor in Charge of the Agricultural Colleges and Schools Competition Committee and Junior Judging, Agricultural Liaison and Wool Committees and a member of the Management and Wine Committees. Previously, he was Councillor in Charge of the Cattle, Trade Cattle Committees and coordinator of the Wine Committee for four years. He was President of the Federal Council of Agricultural Societies in 2002 and 2003 and a member of the Showskills Advisory Group reporting to the Federal Minister for Agriculture in 2001, 2002 and 2003.



**JOHN O'MEEHAN** 68, JP, was elected to Council in 1981 and served as President from 1996 to 1999. In 2003 Mr O'Meehan was Chairman of the Constitution Committee. Previously he was Councillor in Charge of the Sheep Shearing and Sheep Committees. He was a member of the Finance and Grounds, Management and Governance Committees. Mr O'Meehan oversaw structural changes to the management of RASWA. He was also responsible for a World Shearing Championship in 1986 that helped to revive International shearing competitions.



**DR DON ROBERTSON** 61, was elected to RASWA Council in 1992 and is the current serving President (2002 to 2004). Dr Robertson Chairs the Council, Management Committee, Combined Group Conference, AGM and the Guest Nation Program Working Group. Previously, he was Councillor in Charge of the Tom Wilding Pavilion, Sheep Dogs and Prime Lamb and Agricultural Liaison Committees. He has been a member of the Arena, Pigeons & Poultry, RASWA History and Photography Committees. He is ex officio member to all committees.



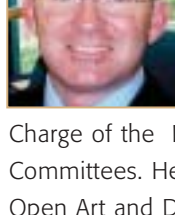
**BILL PAYNE** 52, was elected to RASWA Councillor in 1994. In 2003, he was Councillor in Charge of the Animal Nursery and Dog Committees and a member of the Management and Agricultural Liaison Committees. Previously, Mr Payne has served as Councillor in Charge of the Horse Breeds Committee and a member of the Sheep, Arena and Horses in Action Committees.



**GEOFFREY SHEPHERDSON** 59, was elected to the RASWA Council in 2000. In 2003, he was Councillor in Charge of the Fibre and Meat Goat Committee and a member of the Wine and Sheep Committees.



**DR ROBERT PEARCE** 63, AM, RFD, JP, was elected to RASWA Councillor in 1989. In 2003, he was Councillor in Charge of the Art and Rural Achiever Committees and member of Constitution and RASWA History Committees. Previously, Dr Pearce served as Councillor in Charge of the Dog and Rural Achiever Committees. Dr Pearce was a member of the Wine, Cat and Horses Committees.



**JOHN SNOWBALL** 46, was elected to the RASWA Council in 1999. In 2003, he was Councillor in Charge of the Wine Committee and member of the Constitution and Membership Committees. Previously, Mr Snowball was Councillor in Charge of the Dairy Products and Agricultural Liaison Committees. He has been a member of the Agricultural Art, Open Art and District Displays Committees.



**DUDLEY PRESTON** 72, was elected to the RASWA Council in 1993. In 2003, he was Councillor in Charge of the Cat, Rabbit, Cavy, Wood Chopping and Heritage Committees. Previously, he was Councillor in Charge of the Colin Pearse Trade Cattle Committee for 10 years.



**IVAN SOLOMON** 66, elected to the RASWA Council in 1983 and elected to Vice President in 2003. Mr Solomon is a member of the Management Committee and ex officio member to all committees. Previously, Mr Solomon has been Councillor in Charge of the Prime Lamb, Horses in Action, Horses Breed, Arena, Fibre and Meat Goat, Sheep Dogs and Tom Wilding Pavilion Committees and Ring Master for 15 years.



## 2003 Members of Council



**SHIRLEY THORN** 67, JP, CF, was elected to Council in 1998. She is Councillor in Charge of the Rural Ambassador, District Display, Centenary Pavilion, Floriculture and Membership Committees and a member of the House Committee.

Previously, Mrs Thorn was Councillor in Charge of the Miss Showgirl, Street Parade and Rural Achiever Committees.



**KIP VENN** 50, was elected to Council in 2003. He is a member of the Tom Wilding Pavilion, Sheep Shearing, Membership and Inventions Committee.

**PETER WALSH** 46, was elected to the RASWA council in 2003. He is a member of the Led Cattle and the Colin Pearse Trade Cattle Committees.



**HUGH WARDEN** 68, was elected to RASWA Council in 1994. In 2003, he was Cattle Coordinator and Councillor in Charge of the Colin Pearse Trade Cattle Committee. He was a member of the Led Cattle, Centenary Pavilion and District

Displays Committees. Previously, Mr Warden served as Councillor in Charge of the Sheep Committee and a member of the Wool and Sheep Shearing Committees.



**JIM WEBSTER** 71, was elected to Council in 1966 and served as President from 1987 to 1990. In 2003, he was Chairman of the Agricultural Art Award Committee. He was Councillor in Charge of the Meat, Dog, Cat, Cattle, District Displays, Finance

and Grounds, Horticulture and Pigeons & Poultry Committees.



**JOHN WILDING** 80, was elected to Council in 1980 and served as President from 1993 to 1995. In 2003 Mr Wilding was Chairman of the RASWA History Committee. Mr Wilding was Councillor in Charge of the Trade Cattle Committee for nine years and he served as a member of the Art, Horse and Cattle Committees.



**THOMAS WILDING** 84, is an Honorary Life Member of RASWA who was elected to Council in 1958 and served as President from 1981 to 1983. He was Councillor in Charge of the Dairy, Cattle, Rodeo, Grand Parade and Photography

Committees. Mr Wilding was a member of the Photography Committee in 2003.



**ROBERT WILSON** 55, was elected to Council in 2003. He is Councillor in Charge of the Prime Lamb and Fresh Food Committees and a member of the Sheep and Constitution Committees.



**DAVID WHITE** 55, was elected to the RASWA Council in 1998 and then to Treasurer in 2001. He has been a member of the Management Committee since 1999. In 2003 he was Chairman of the House Committee and member of the

Constitution Committee. Previously, Mr White has been Councillor in Charge of the Dairy Products and Tug of War Committees and assisted the Councillor in Charge of the Conservation & LandCare and Fibre Goat Committees. He is an ex-officio member of all committees.



**GORDON WHITE** 68, ARAIA, was elected to the RASWA Council in 2001. In 2003, he was elected to the Management Committee and Councillor in Charge of the Aged Care, Dairy Goat and Inventors Committees.

# Meeting attendance and rotation

The table below sets out the 2003 Councillors, their attendance<sup>†</sup> and retirement rotations<sup>††</sup>.

Name	No. of meetings		Rotation			
	11 x Council	11 x Management Committee	2004	2005	2006	2007
<b>President</b>						
Robertson, Don (Dr)	11	11				
<b>Vice President</b>						
Solomon, Ivan	9	7 g	•			
<b>Immediate Past President</b>						
Giglia, Lou	8	9				
<b>Treasurer</b>						
White, David	11	9		•		
<b>Past Presidents</b>						
O'Meehan, John	10	-				
Wilding, John	7	-				
Webster, Jim	8	-				
Carter, Peter	8	-				
Wilding, Tom	7	-				
Isbister, Milton	2	-				
<b>Councillors</b>	NOTE					
Allen, Deane		10	-	•		
Bannister, Margaret		11	10		•	
Barrett, Kingsley	f	6	-	•		
Barwick, Trevor		8	-		•	
Bessen, Bevan		6	-	•		
Bourne, Ross		9	-			•
Brockway, Greg	d	8	6		R•	
Cahill, Kevin		11	-			•
Campbell, Bruce	b			R•		
Carter, Paul		8	8	•		
Dempster, Peter		10	-		•	
Forrest, Don	d	10	-		R•	
Giglia, Leon		8	-			•
Hawes, Robert		10	-		•	
Hayes-Thompson, Robert	c	8	-		R•	
Humphries, Vida		9	-			•
Jones, Michael		9	8		•	
Payne, William		7	9			•
Pearce, Robert (Dr)		10	-	•		
Preston, Dudley		10	-			•
Shepherdson, Geoffrey		6	-		•	
Snowball, John		10	-	•		
Solomon, Ivan		9	-		•	
Thorn, Shirley		11	-			•
Venn, Kip	a	9	-			•
Walsh, Peter	a	6	-			•
Warden, Hugh		10	-			•
White, Gordon	h	10	7		•	
Wilson, Robert (Dr)	e	7	-	•		

NOTE: a) Elected to Council at 2003 AGM, b) Resigned from Council in May 2003, c) Resigned from Council in October 2003, d) Resignation effective March 2004, e) Elected to Council in April 2003 to fill the vacancy created by the resignation of Mr J Hanley – for re-election 2004, f) Elected to Council in May 2003 to fill the vacancy created by the resignation of Mr B Campbell – for re-election 2004, g) Elected to Management Committee April 2003, h) Elected to Management Committee June 2003

<sup>†</sup>The attendance figures reflect those who attended meetings between February to December 2003 <sup>††</sup>Each year, seven of the twenty-eight Councillors retire, all are eligible for re-election. The rotation above sets out the respective years of retirement.

Footnote: Perth Royal Show Board suspended in March 2003.



## CEO's report

As a charity, the RASWA channels all revenue back into programs that promote rural Western Australia at a state, national and international level. For this reason, maximising revenue from RASWA's business activities is of paramount importance. One of the ways we are achieving this is to tighten entry controls to the Perth Royal Show. The introduction of photo identification at the 2003 Perth Royal Show for employees, contractors, RASWA members and media outlets was a step in this direction while at the same time enhancing the event's risk management processes. Next year, limited electronic ticketing will be introduced which will track all unpaid entry to the 2004 Perth Royal Show. In line with our aim of maximising revenue, the RASWA is committed to strict cost control measures.

Part of RASWA's strategy of maximising revenue is to make best use of our major asset – the Claremont Showgrounds. The Venue Development Project, initiated last year, is exploring options to promote the site as a year round multi-use venue. RASWA has committed funds to this project in 2004 and will seek expressions of interest from commercial, not-for-profit and community groups interested in establishing a presence at the Showgrounds. Negotiations with the Claremont Football Club will continue.

During 2003, the RASWA continued to focus on cost efficiency and productivity gains with the aim of improving services to members, maintaining the success of the Perth Royal Show and maximising the use of the Claremont Showgrounds.

I would like to acknowledge the commitment of RASWA staff whose

efforts particularly in the lead up to and during the 2003 Perth Royal Show helped ensure its success. Employees' support of each other and commitment to the RASWA's mission and their understanding of the need to control costs is one of the organisation's key strengths.

An area of particular importance is occupational health and safety. The introduction of an employee assistance program which offers confidential counselling to employees has proved a success. At the same time, a two day management workshop was effective in cementing a corporate strategy in this area, as well as coming to grips with current legislation. The outcome is increased awareness among staff and Councillors of the importance of occupational, health and safety practices and performance.

Our workforce has undergone structural change with the RASWA taking advantage of a talent pool of people looking for family friendly career opportunities in the form of flexible, part-time work.

Without the overwhelming commitment of over 2,300 volunteers, the Perth Royal Show would not be accessible to Western Australian families at an entry price significantly lower in comparison to most other major public events in WA. In recognition of the importance of our volunteer base, the RASWA has appointed a Human Resource professional to undertake research and data collection and to guide the development of supportive volunteer strategies and policies.

During the past year, the RASWA focused considerable attention to the expanding role of risk management. Where this area was once a specialist

function, now responsibility for risk management has been redistributed across all staff and Councillors. For the first time external specialists were engaged to manage an emergency response centre at the 2003 Perth Royal Show.

Like other organisations involved in hosting major public events, the RASWA has a serious issue with ballooning insurance costs especially in the area of public liability. In a highly litigious society, the management of risk is taking up more organisational resources. In 2002, the cost to the RASWA of public liability insurance was \$50,000. Last year it was \$193,000. Likewise the amount of time spent by senior management and Council on this issue has quadrupled.

This year, in spite of increasing insurance cost and competition, the RASWA has again succeeded in reducing debt by a further \$339,000 (\$309,000 in 2002). While this is a great achievement, RASWA must look beyond debt reduction and focus on building reserves for future replacement and expansion programs.

As the RASWA prepares to celebrate its 100th anniversary at the Claremont Showgrounds, the society will seek to continuously improve its business practices and explore ways in which management of the Perth Royal Show and the Claremont Showgrounds can maximise benefits to rural Western Australia.

Bruce Rathbone  
Chief Executive Officer

# RASWA

## Governance

The Council of the Royal Agricultural Society of Western Australia (RASWA) is committed to best practice and principles of good governance. In this regard it has taken a number of initiatives to develop and implement appropriate systems for achieving good governance in terms of the Australian Standard 8000-2003, Good Governance Principles, approved by the Council of Standards Australia in May 2003.

The task of reviewing internal systems and processes has presented demands on management and will take time to complete. This is acknowledged by Council and it has employed the skills of suitably qualified consultants where necessary to assist and expediate the process.

### Constitution

The Council has recognised the need to review the RASWA Constitution, last amended in 2003. Although there are no major deficiencies in the existing document, the RASWA Constitution has not been reviewed in its entirety for many years.

Some of the more significant matters covered by the Constitution are:

- (a) the objects of the RASWA;
- (b) membership, including classes of Members, privileges, subscriptions, disqualification and meetings;
- (c) the RASWA Council, including the powers, composition of Council, meetings, election and removal of Councillors;
- (d) committees, including the Royal Show Board, Management Committee, Executive Committee and the appointment of other committees and sub-committees;
- (e) the appointment and removal of the Auditor; and
- (f) other administrative matters, including records management.

The Council has appointed a special purpose committee to review the RASWA Constitution. Considerable progress has already been made and the committee expects to be in a position to

recommend to Council that a revised Constitution be presented for the consideration and, if considered appropriate, its adoption by Members during the latter part of 2004 or at the 2005 Annual General Meeting.

### Council

The Council is comprised of a President, 28 elected Councillors including the Vice President and a Treasurer. Councillors and the Treasurer are elected by postal ballot votes from the membership of the Society. Past Presidents continue to be members of the Council.

### Committees

The Council has overall responsibility to conduct the affairs of the Society. It operates through a number of committees and sub-committees. The President, Vice-President and Treasurer are ex-officio members of all committees and sub-committees of the Council, and no section committee or sub-committee may be established without the approval of Council. All sub-committees must include a member of the Management Committee together with not less than one other Councillor. The current standing committees of the Council are:

- (a) the Management Committee which is responsible for the day to day management of the business of the RASWA, subject to certain specified matters which are not delegated;
- (b) the Executive Committee which is empowered to meet when, in the opinion of the President or Chief Executive Officer, an emergency situation arises which requires an immediate decision; and
- (c) the Royal Show Board which is empowered to oversee and coordinate the activities of various sub-committees appointed by the President in conjunction with Council, charged with the

responsibility of planning the Perth Royal Show. This committee was placed into recess in 2003 and its responsibilities reverted to Council.

The terms under which each of these committees are appointed and function will be reviewed during 2004 as part of the overall review of the RASWA Constitution.

### Regulations and procedures

The Review of the RASWA Constitution is expected to highlight a number of regulations and procedures for adoption by Council. These will serve to reinforce existing systems and processes within RASWA.

### Compliance

The Council has endorsed the need to develop a sound Compliance Plan, supported by approved guidelines and standards. The plan is expected to include a reporting programme in which areas of compliance or non-compliance will be reported to Council on a regular basis covering key areas such as complaints, crisis management, occupational health and safety, risk management, insurance, legal, the environmental and human resources.

### Code of Conduct

The Council has recognised the need to adopt a Code of Conduct which will aim to maintain the highest ethical standards and accountability by all employees and office bearers of RASWA. Employees and office bearers are required to respect the law, respect confidentiality, avoid conflicts of interest, act in the best interests of RASWA Members and act with honesty, integrity and decency at all times. The RASWA Code of Conduct will be developed during 2004 for adoption by Council.

### Risk management

In 2003 a review of the risk exposures associated with conducting the Show was undertaken. The risks were identified,



## Governance (cont)

quantified, assessed and a management plan agreed in accordance with ASNZ 4360.

An independent review was undertaken of the insurance programme to ensure that all major insurable risk exposures were covered by the programme.

The Risk Management Plan and the insurance programme were reviewed and approved by Council.

### Budgets and planning

The Council's responsibilities include the adoption of an operating budget at the commencement of each year and monitoring progress on a regular basis against budget by both financial and non-financial key performance indicators. It is also responsible to monitor and oversee the RASWA's financial position and to ensure that

satisfactory arrangements are in place for auditing the RASWA's financial affairs.

The Council is also responsible to determine the strategic direction of the RASWA and to measure performance against approved strategies. In this regard, the Council has recognised the need to develop a formal long-term strategic planning process.

## RASWA business activities

### Financial Performance

- The Society recorded earnings before interest & depreciation of \$1,105,684 (2002 \$896,694)
- Royal Show income for 2003 increased to \$7,252,629 (2002 - \$6,749,297).
- Non Royal Show letting of grounds and buildings income increased to \$840,675 (2002 - \$813,544).
- Net cash provided by operating activities was \$838,368 (2002 \$455,059).
- The Society continues to reduce debt resulting in a reduction of interest expense in 2003 being \$274,820 (2002 - \$330,120).
- The 2003 Financial Statement is a separate supplementary document to this report

### Affiliated Regional Agricultural Societies

The Regional Agricultural Shows Liaison Committee manages RASWA's affiliation with 64 regional Agricultural societies by providing a central management body and facilities for regional Agricultural

Shows and cross regional activities. As well, it provides logistical assistance to regional shows. An important issue is the spiralling insurance costs of public events. RASWA is working with agricultural societies in Tasmania, Victoria, South Australia and the Northern Territory to provide satisfactory and cost effective insurance coverage for agricultural shows.

### Agricultural Art Award Workshops

In 2003, RASWA provided funding to Catalyst, the Community Arts Investment Program managed by Community Arts Network (WA) through ArtsWA, in association with the Lotteries Commission. Catalyst coordinated country art workshops as part of the Agricultural Art Award, held during the Perth Royal Show. Winning artwork from agricultural societies around the State is judged to select an overall winner. The Agricultural Art Award is sponsored by Shell.

The workshops aimed to encourage country artists to exhibit locally and to promote the Agricultural Art Award throughout regional Western Australia.

It provides access to a range of artists who travel to regional areas to lecture. In total seven workshops were held during 2003 in Merredin, Beverley, Narrogin, Corrigin and Koorda. Some centres held two workshops.

### Agricultural Hall of Fame

The Agricultural Hall of Fame was developed by RASWA to educate the public about the history of Western Australian agriculture and its pioneers.

Since its inception in 2000, the Agricultural Hall of Fame has inducted 27 agricultural achievers.

It is an inspirational initiative that recognises past and present Western Australians who have made outstanding contributions to the development of agriculture.

2003 Inductees to the Hall of Fame were announced in the presence of His Excellency Lieutenant General John Sanderson, AC. Governor of Western Australia, on 6 March, 2003. The four inductees were Jane Adams, Sir Basil Embry, Sir Edward Henry Bruce Lefroy and Charles Henry (Harry) Perkins.



## Breed Societies

The RASWA continued its support of the activities of six breed societies in 2003. The breed societies, which include cattle, pigs and sheep, are provided with secretarial and financial management services throughout the year. The Stud Merino Breeders' Association, although not using the RASWA service, rents office and meeting space at the Claremont Showgrounds.

## Rural Achiever Award

The Rural Achiever Award honours outstanding West Australians who have made a significant contribution to their regional communities. It acknowledges those people who have given their time and effort to improve agricultures and rural life in Western Australia. The 2003 Countryman-Royal Agricultural Society of WA Rural Achiever was Carol Hardie.

Carol's talent of injecting enthusiasm into her community and industry, as well as an ability to get results, made her a leader in a strong field of rural achievers. A 30-year contribution to the rural community and the Australian Merino industry has led to her current role as Chair of the AWI World Merino Conference organising committee. A member of the Stud Merino Breeders Association of WA since 1998, Carol Hardie is an active member of the Great Southern Merino Sheep breeders' Association (President 2000-2001), project director of the Moora Wool Awards and member of the Women in Wool consultative group.

## Rural Ambassador Award

In its fourth year, the 2003 Australia Post Rural Ambassador Award attracted entrants from across the State. The award recognises the contribution young people make to

rural communities. Entrants are assessed on their general and agricultural knowledge, their contribution to regional and rural communities and other leadership qualities. The 2003 winner was Charlie Gordon of Boyup Brook. The 29 year-old mixed grain and sheep farmer has been a member of Rural Youth since 1992, representing WA at the national convention for five years and taking on the role as deputy state president for two terms. He took over a 580ha farm at Boyup Brook from his family three years ago.

Rural Ambassador runner up was Koorda farmer Kurt Fuchbichler. Other State finalists were Sally Thomson of Wagin, Jason Stokes of Chapman Valley and Sally Wood of Pingelly.

## Perth Royal Show

The Perth Royal Show is going from strength to strength. In times of global uncertainty, the event has proven to be a meaningful and relevant celebration for the people of Western Australia. In 2003, nearly 400,000 visitors came to the Perth Royal Show and were entertained, educated and enriched by the unique experience. With a total population of 1.9 million in Western Australia, the Perth Royal Show boasts one of the highest ratios of show-goers to population of any Royal Show in Australia.

## Maintenance of the Showgrounds

During 2003, underground power was completed in the north-eastern corner of the grounds. Costs for preparing, running, dismantling and cleaning up the 2003 Perth Royal Show were better than budget by \$89,000, without the event being compromised in any way. Staff numbers were reduced by one, with those responsibilities being

transferred to contractors, representing significant savings and improving operational efficiencies.

## Showgrounds Exhibition Centre

Income derived from the Exhibition Centre during the 2003 period exceeded budget by \$30,000. Three major concerts were held during February, attracting 50,000 patrons. As well, 22 large exhibitions were staged, most of which were successful and have been re-booked in 2004. WA Opera used various Showground facilities for rehearsals during 2003. New relationships have been forged with event operators, the results of which will be seen over the coming years. Unfortunately, the RASWA was forced to cancel a number of events early in 2003 because insurance coverage was unavailable. As a result, the RASWA lost income of about \$30,000. Following successful negotiations with another insurer, the RASWA is now in the position to accept most events.

## Venue Development Project

In 2003, the RASWA commissioned a study into the potential for developing the Claremont Showgrounds as a multi-purpose venue. Stage one and two were completed and a report presented on industry research, findings and future recommendations. During the next 12 months, the RASWA will hold discussions with relevant community groups, government and private investors to explore new opportunities. Negotiations are continuing with Claremont Football Club. As we move into our centennial year at the Royal Showgrounds, the Society is looking to maximise the use of its grounds.





# Perth Royal Show

The 2003 Perth Royal Show was successful on many levels. It attracted nearly 400,000 visitors over a show period reduced from nine to eight days. 2003 was a good year for agriculture in Western Australia and this was reflected in a record 17,609 entries in 42 competitions. Positive feedback was received about the quality and value of the Show experience. Post-show surveys indicated that the variety of attractions and entertainment available to show-goers led to their expectations being met or exceeded. Anecdotal feedback from commercial exhibitors also supported the success of the Show.

## Competitive Entries

Competitions at the Perth Royal Show provide quality benchmarks, promote excellence and develop an appreciation and understanding of the agricultural sector to a wide audience.

During the 2003 Perth Royal Show, the RASWA hosted a range of competitions covering the agricultural spectrum. Entries in many competitions increased in 2003. There was a 25% increase in those taking part in the wood chopping carnival, an 18% increase in the Perth Royal Wine Show Competition, a 15% increase in creative craft and cookery entries, an 11% increase in poultry entries, 11% increase in entries of dog breed classes, a 10% increase in entries in photography exhibits, an increase of 9% in sheep entries and a 7% increase in Horses in Action entries. 2003 was also the inaugural year of the Inventors Expo.

## Governor's Cup

For the second time in seven years, leading merino stud Lewisdale of Wickepin, owned by Ray and Helen

Lewis, won the prestigious Governor's Cup for the most points in livestock exhibits, including sheep, cattle horses, pigs and alpaca competitions.

## Perth Royal Wine Show

The 2003 Burswood Perth Royal Wine Show was held from 7 to 12 September with 25 judges, including international guest judge James Healy, assessing almost 3000 entries from 400 wine producers in Australia and New Zealand. For the first time the presentation dinner, which attracted 340 business and industry guests, was held off site at the Burswood International Resort Casino. The Most Successful Exhibitor was McWilliams; Houghton Wines was Most Successful WA Exhibitor and Plantagenet Wines Pty Ltd produced the Best WA Wine - the Omrah Sauvignon Blanc.

## Attendance

In 2003, the Perth Royal Show attracted 393,574 visitors. This represents a 5.3% decrease in total visitor numbers attributed to a shorter event staged over eight instead of nine days. As well, poor weather on the Monday public holiday, the day which traditionally records the highest attendance levels, kept visitors away. Attendance on the Monday was 44,071 compared to 71,890 in 2002.

77% of visitors to the Show paid admission fees compared to 72.08% in 2002. The remaining 23% were members of the RASWA, exhibitors, sponsors and their guests or those who had won tickets via cross-promotional activities. The increase in those paying admission is a result of measures taken to tighten up the entry process.

For the first time in three years, the price of entry tickets increased by a modest amount in 2003. This adjustment was a consequence of increased costs associated with staging the event including a 160% increase in the cost of insurance since 2001. Admission prices for adults and seniors increased by \$1, children's tickets increased by 50c and a family ticket increased by \$2.50 although it remained at a discount to the introduction price of \$46.00 in 2000. For the third year, there was a significant entry discount after 6pm.

RASWA continued to promote the sale of tickets through Coles and Woolworths supermarkets in WA.

## Commercial exhibitors

From a Commercial aspect, the Perth Royal Show proved to be successful both operationally and financially. Rentals exceeded budget by \$36,000 with most operators pleased with their outcomes and indicating their desire to attend the 2004 show. Sideshow excelled by introducing five new rides, including the Slingshot, Rocking Tug and the \$3.5 million Crazy Spinning Coaster, all seen in Perth for the first time. The Scouts staged a successful interactive display, which resulted in the group recording significant numbers of new members. For the first time in a number of years, demand for sites outstripped availability, which now gives RASWA confidence of 100% occupancy in following years.



## Volunteers

In 2003, 2318 volunteers worked tirelessly to coordinate and manage many aspects of the Perth Royal Show. The following list represents the areas where volunteers play a crucial role:

- Breed Captains
- Commentators
- Committees
- Demonstrators
- Display attendants
- Dressage helpers
- Grand Parade assistants
- Inspectors
- Judges
- Marshals
- Measurers
- Results recorders
- Ribbon and trophy co-ordinators
- Stewards

## Sponsors

More than 529 sponsors provided financial and in-kind contributions in 2003 enabling the Perth Royal Show to continue providing an excellent standard of education, competition and promotion. The Society appreciates the generosity and support of all its sponsors, and in particular would like to thank Partners, Premier and Principal Sponsors:

- Coca-Cola Amatil
- Masterfoods of Australia
- Peters and Brownes Group
- Swan Brewery
- Woolworths Supermarkets
- Burswood International Resort Casino
- Department of Agriculture

New partnerships generated in 2003 included:

- HBF
- Senses Foundation and
- Hotel Grand Chancellor, Perth

## Promotion

Market research indicated that many of the initiatives being driven by RASWA to continually improve the event, such as discounted night time entry and value-added attractions catering for different demographic groups, are having a positive impact with 85% of attendees being satisfied with the value for money of the event. Of this 85%, more than half described the Show as either good or excellent value for money.

The market research also provided RASWA with a fresh look at the demographic groups attending the Show. Not surprisingly 70% of people that came in 2003 were families (divided equally between families with children older than 10 years of age and families with children younger than 10 years of age). Teenagers make up the next largest segment (13.5%) followed by older couples (11.4%) and young single adults (5.9%).

## New events and attractions

New entertainment for families and young adults, an Inventors Expo and a Win a Car a Day promotion proved popular with patrons in 2003. The Win a Car a Day competition offered show goers the opportunity of entering a daily draw to win one of eight Daewoo Matiz cars. The promotion resulted in a significant increase in the number of visitors who attended each night's entertainment on the main arena and certainly contributed to the overall value of the Show.

The entertainment program included a series of evening concerts featuring young Western Australian bands. This created an energetic environment for teenagers and young adults to enjoy the best of Perth's emerging talent.

The Guest Nation Pavilion featuring Germany was coordinated with the assistance of the Department of Industry and Resources. This display proved to be both a vibrant and entertaining exhibit with attractions for all age groups, including children's activities, music, film, food and beer.

## Marketing and media

Advertising and Marketing agency, brainCELLS was again responsible for the Show's advertising campaign and media placement. The 2003 campaign played strongly on the entertainment value of the Show, highlighting the variety of attractions including "15,000 animals, 650 entertainers, 72 rides and 230 showbags."

In 2003, the Society continued its successful partnership with The West Australian Newspaper. As in 2002, the press strategy included the production of a Royal Show Daily Program. This year there were two pages of coverage a day during the event which highlighted competitions, attractions and entertainment. As well, the program published daily highlight information and results. The partnership offered excellent leveraging opportunities for Show sponsors to gain added exposure and was viewed as a strong motivational tool in the attendance drive.

For the first time, Maryanne Shaddick Contemporary Communications was appointed to manage all media and public relations activities. The media team focussed on capturing the interest of the media earlier than in previous years and RASWA was rewarded with extensive positive and diverse media coverage in the lead up to and during the event in regional and metropolitan radio, print and television outlets.



# 2002 - 2003

## competitive entries

CLASSES	Entries 02	Animals 02	Entries 03	Animals 03
<b>AGRICULTURAL ART EXHIBITION</b>	26	0	29	0
<b>ALPACA</b>	197	197	197	197
<b>ALPACA FLEECES</b>	50	50	73	
<b>AMATEUR WINE</b>	62	0	52	0
<b>BAKERS' BREAD &amp; PASTRY COOKING</b>	708	0	602	0
<b>CATS</b>	177	177	196	234
<b>CATTLE - BEEF</b>				
Angus	41	30	43	60
Belgian Blue	42	9	0	0
Blonde d'Aquitaine	4	3	12	11
Brahman	2	2	0	0
Braunvieh	6	4	1	1
Charolais	58	42	53	43
Dexter	52	34	33	30
Gelbvieh	44	30	14	12
Hereford	23	16	27	22
Limousin	58	44	60	43
Lowline	6	5	7	7
Maine Anjou	8	5	10	8
Murray Grey	40	35	31	27
Poll Hereford	72	54	71	38
Red Angus	11	10	23	17
Red Poll	20	12	36	24
Salers	10	8	8	6
Simmental	57	29	83	36
Square Meater	11	7	9	8
<b>TOTAL</b>	<b>536</b>	<b>359</b>	<b>511</b>	<b>393</b>
<b>CATTLE - DAIRY</b>				
Ayreshire	6	6	4	4
Brown Swiss	10	8	12	12
Guernsey	8	6	0	0
Holstein Friesian	77	49	20	20
Illawarra	8	6	1	1
Jersey	39	26	38	35
<b>TOTAL</b>	<b>148</b>	<b>101</b>	<b>75</b>	<b>72</b>
<b>CATTLE - TRADE</b>				
Commercial Heifers (Pen of 3)	13	39	13	39
Led Steers & Heifers	108	108	112	112
Live Export Steers (Pen of 3) - New	15	45	10	33
Prime Steers & Heifers	81	81	80	80
<b>TOTAL</b>	<b>217</b>	<b>273</b>	<b>215</b>	<b>264</b>
<b>CAVIES</b>	180		103	103
<b>COMMERCIAL FRUIT WINE</b>	37		44	
<b>CREATIVE CRAFTS &amp; COOKERY</b>	1685		1943	
<b>DAIRY PRODUCTS</b>	377		355	
<b>DISTRICT DISPLAY</b>	10			
<b>DOGS</b>				
Breed Classes	1668	1599	1856	1856
Agility teams	16	69	17	78
Obedience & Agility Trials	242	242	120	120
Jumpers	193	193	106	168
<b>TOTAL</b>	<b>2119</b>	<b>2172</b>	<b>2099</b>	<b>2194</b>
<b>GOATS</b>				
Angora	62	34	54	39
Boer Meat	71	37	70	65
Cashmere	0	0	37	37
Dairy	73	28	110	106
<b>TOTAL</b>	<b>206</b>	<b>99</b>	<b>267</b>	<b>247</b>
<b>GOATS - FIBRE FLEECES</b>				
Cashmere	0		73	
Mohair	22		36	

CLASSES	Entries 02	Animals 02	Entries 03	Animals 03
<b>HORSES BREED</b>				
Andalusian & Part Bred Andalusian	41	20	60	22
Appaloosa	22	22	42	18
APSB Australian Pony	32	32	26	23
APSB Shetland Pony	33	33	116	21
APSB Shetland in Harness	1	2	0	0
Arabian & Arabian Derivative	149	77	83	63
Australian Stock Horse	93	29	17	21
Australian Stud Saddle Pony	21	12	40	8
Australian Warmblood	22	22	1	17
Buckskin	13	13	12	19
Cleveland Bay	0	0	10	1
Clydesdale	21	12	19	7
Combined Ridden Leading Rein	8	8	0	0
Combined Ridden Pony	44	44	0	0
Combined Ridden Warmblood	18	18	0	0
Combined Ridden Western	139	36	0	0
Connemara	10	10	6	10
Friesian & Friesian Warmblood	19	12	51	19
Heavy Harness	8	3	0	0
Holsteiner	15	15	5	6
Miniature Horse	38	33	14	30
Miniature Ponies	16	16	34	15
Morgan	6	6	1	5
Paint Horse	11	11	53	14
Palomino	41	17	17	17
Percheron	5	4	137	1
Pinto	57	23	32	22
Quarter Horse	28	28	87	17
Riding Pony	110	75	115	76
Standardbred	46	23	7	14
Thoroughbreds	97	56	11	40
Welsh Ponies	81	63	85	80
<b>TOTAL</b>	<b>1245</b>	<b>775</b>	<b>1081</b>	<b>586</b>
<b>HORSES IN ACTION</b>	1264	303	1354	331
<b>OPEN ART EXHIBITION</b>	239		221	
<b>PHOTOGRAPHY</b>	1453		1597	
<b>PIGEONS</b>	599		584	
<b>POULTRY</b>	676		755	
<b>PRIME LAMB COMPETITION</b>	76		64	
<b>RABBITS</b>	352		269	
<b>SECONDARY SCHOOLS TROPHY COMP.</b>	10		10	
<b>SHEEP</b>				
British Breeds	235	162	208	197
Cheviot	0	0	0	0
Corriedale	63	42	72	59
Damara	15	6	14	11
Dorper	83	54	36	30
Drysdale	9	9	10	9
Merino	283	194	321	294
Poll Dorset	257	178	276	227
Prime SAMMS	46	26	102	83
Texel	55	34	54	47
White Dorper	0	0	68	56
White Suffolk	108	83	99	81
<b>TOTAL</b>	<b>1154</b>	<b>788</b>	<b>1260</b>	<b>1054</b>
<b>SHEEP SHEARING</b>	44		59	
<b>SHOW JUMPING</b>	255	86	225	78
<b>WINE</b>	2485		2949	
<b>WOOD CHOP</b>	877		1097	
<b>WOOL</b>	281		243	
<b>TOTAL ENTRIES</b>	<b>17571</b>		<b>17609</b>	