

**MEDIA RELEASE**

September 25, 2009

## **Hard work and imagination win for Mid-West**

The volunteers of the Mid-West region were elated to learn they had finally taken the blue ribbon in this year's District Display competition.

Display designer Cathy Reed says the region hasn't won first place in Districts Displays since about 1992. Since her involvement over the last eight years, the region's placing has peaked at third.

The farmer from Three Springs says the display's theme – Exporting To The World – pays tribute to one of the biggest regions in the State, stretching through Meekatharra to Kalbarri, Jurien, Dalwallinu and Moora.

Their exhibition shows off the diversity of the region, which includes highlighting the importance of Geraldton's port and the coastal cray fishing industry through to mineral resources, wool, wildflowers, grain production and more recently olive growing and wineries.

Known for their fierce but good-natured competition, the District Displays are one of the Perth Royal Show's most loved competitions.

It takes many months to coordinate the displays which offer a rare snapshot of Western Australia's primary industries and provide an impressive visual reminder of the contribution regional WA makes to people's lives and the economy.

The District Displays have a rich heritage since their establishment in 1927. The competition lapsed during World War II and was not part of the Show again until 1958. Since then they have been a Showground staple for city and country visitors.

Cathy says it's the heart and generosity of the volunteers which really makes the competition special.

"I'm a farmer from Three Springs with no formal training doing something like this, but it's all about imagination and hard work," says Cathy. "It's a joint effort – like with all the regions – and we all put our different skills into it."

See the District Displays in the Department of Agriculture and Food Centenary Pavilion during the 2009 Smoke Free Perth Royal Show.

**Media contact:**

Maryanne Shaddick: 0438 945 506 / [mshaddick@raswa.org.au](mailto:mshaddick@raswa.org.au)  
[www.perthroyalshow.com.au](http://www.perthroyalshow.com.au)

The Smoke Free Perth Royal Show is presented by The Royal Agricultural Society of Western Australia



**Community Partner**