

**AUSTRALIAN ALPACA ASSOCIATION - QUEENSLAND REGION**  
**COMMITTEE MEETING AGENDA**  
**Friday, 8<sup>th</sup> APRIL 2011**

**AGENDA ITEM 4.4 – TOOWOOMBA ROYAL SHOW**

**Email from Peter Fullard**

**From:** Peter Fullard [<mailto:peter@recognizeme.com.au>]  
**Sent:** Monday, 4 April 2011 7:04 PM  
**To:** 'lindmar68@yahoo.com.au'; 'jschallacombe@tpg.com.au'  
**Subject:** Toowoomba Alpaca Show Review

Hello Linda and Sue,

With the Toowoomba Alpaca Show done and dusted for 2011 I thought that it is was worth providing a brief discussion paper for the committees to take forward.

We have always loved the Toowoomba Alpaca Show; it is the first for the year to take the new drop and is a bit unique in being a show jointly run by the Queensland and Qld/NNSW regions. I have been on both committees so have a fair bit of understanding of the history and issues with the event.

- The event is normally the best attended of the two regions shows being the first show for the year and it attracts alpacas from a broader area so the quality of competition is high. It is a “Royal” attracting a better quality judge if requested and like the Ekka is tick free so attracts NSW alpacas.
- The Toowoomba show society is very supportive. They like having the event but have said that they could use the facility for other purposes and this was highlighted when the McGregor’s tested this matter. The society provide a terrific shed with access for 2 weeks, a flow of thousands of people, judge accommodation, trophies, ribbons, power, sound equipment etc. They don’t make a profit.
- The main cost to the region has been panel transport with each region paying to deliver their own panels with similar costs.

There is often a debate within committees about shows covering costs. My personal belief is that a show like this is a great marketing vehicle for all members in the region and is very cost effective in promoting the alpaca to thousands of potential customers. We had great articles written in the Toowoomba Chronicle and on WIN TV there was a segment on alpacas, the association could never afford to buy this publicity and it does benefit all members in the region.

The two respective committees need to make decisions regarding budgets going forward for the show and if changes are to be made then you need to contact the show society before June 2011 when budgets are locked in. We offered to run the show late in 2010 when it was too late to make changes to the budget and of course a few days before the show the request to recover panel transport costs would be inappropriate.

Fees charged have been \$ 12 for alpaca entries, a nominal \$ 5 per pen, a nominal \$ 10 for straw and \$ 5 for fleece entries. I believe these are too low and should be increased.

If the committees wish to recover the transport costs for panels and perhaps labor to set up and pack up the panels then you need to calculate a number to increase entry fees by and agree the process with the Show Society. The facility (shed) could hold up to 230 alpacas with an average of 2.3 alpacas per pen and the current number of pens available. If prices increase though it may reduce entries though I think entries were down this year with the bad weather affecting animals. We had about 203 alpaca entries and 63 fleece entries in 2011.

The other issue to discuss within the committees is finding enough people to put on the show. Shows like this requires a convener and says 6 to 10 committed people to divide up the tasks. If you did not have the fleece show component the effort would be reduced. Jacqui did the majority of work this year but next year she will be working full time so we cannot commit to convene the 2012 show. We are of course happy to assist the new team with pen plans, etc, etc.

It has always been a challenge to get people to get involved as Toowoomba is a fair distance from most breeders. There is one local breeder but they were unable to assist in 2011.

Anyway, we will leave this to the respective committees to consider and expedite as we tie up the loose ends but please if you do want a show in 2012 and want to change the budget do it before June as although the show society are fantastic they won't change anything once the budget is locked in.

All the best

Regards

Peter Fullard  
**Genesis Alpacas**