

**AAA Queensland Region
Show Survey Report
January 2012**

At the end of 2011, the Queensland Region published a survey to gain insight into the memberships view on whether they would support an additional show, and also their views on some show related questions.

We received 46 responses, from a membership of 116, which is 40%

Of those who responded, 87% already show or are planning to show alpacas and/or fleeces in 2012.

The responses indicated that if an additional show was to be included in the regional calendar, it would be preferable to hold that show in Maryborough (41%), however, many also commented that it was too close to the Gympie show. The AAA does not get to choose show dates, these are set by the show societies around the state.

If a show was to be held in Maryborough, it *may* attract around 100+ alpacas and 70+ fleeces. The other locations had significantly less potential entries nominated.

There were some fantastic comments (all comments are included below), relating to ways to improve our shows, requests for some training and questions about entry fees and prize money.

I have attached a sample budget for a typical regional show so that the membership can understand the costs associated with running a show. The AAA Queensland Region receives very little money from head office to offset the cost of shows, so all shows attempt to "break even". In order to do that, entry fees and sponsorship must pay for all expenses including judge's airfares and accommodation, prize money, ribbons (very expensive!), trophies etc. Each convenor tries to keep entry fees as low as possible, but must still make ends meet.

The question about prize money and trophies was fairly mixed in responses. Overall it appears that people want to win prize money for places, and prefer practical gifts for champ/res.champ, and more traditional trophies for the supreme champs.... however, the responses were very close, and some were only separated by one vote!! But it would appear that most people don't want more "dust collectors" but prefer money or practical gifts. The convenors will look at ways to make the trophies more interesting!

The Queensland Region is putting together a plan to run several training sessions. One will be a "mock show", to allow new members to attend and learn the show rules, how to prepare animals and fleeces, how to handle the animals in the ring, what the judges are looking for etc. This will hopefully make showing less frightening for the new members!

We welcome your input as to what other training you would like to see offered in 2012.

We will also be looking at some information that can be easily included in the QRIA to assist people to become familiar with show rules, hints on showing etc.

I have included the summary and comments from the survey for you to peruse. Please feel free to contact me if you have further comments on our shows.

Regards

Robyn Harrison
Show Coordinator
AAA Queensland Region

SHOW SURVEY RESULTS

1. Do you currently show alpacas or fleeces at shows in Queensland?				
YES	40		87%	
NO	6			
2. If an ADDITIONAL show was to be included in the Queensland calendar, where would you prefer it be held?				
	1st Pref	2nd Pref	1st Pref	2nd Pref
Maryborough	19	11	41%	24%
Bundaberg	13	23	28%	50%
Rockhampton	8	2	17%	4%
Other	Childers (4) Maleny (1) Samford (1) Caboolture (1)			
3. If a show was to be held at MARYBOROUGH, how many alpacas and/or fleeces would you potentially exhibit ?				
Not attend	10		22%	
Animals that might attend	109			
Fleeces that might be entered	76			
4. If a show was to be held at BUNDABERG, how many alpacas and/or fleeces would you potentially exhibit ?				
Not attend	17		37%	
Animals that might attend	89			
Fleeces that might be entered	74			
5. If a show was to be held at ROCKHAMPTON, how many alpacas and/or fleeces would you potentially exhibit?				
Not attend	29		63%	
Animals that might attend	59			
Fleeces that might be entered	65			
6. If a show was to be held at ANOTHER LOCATION (as specified in question 2), how many alpacas and/or fleeces would you potentially exhibit?				
Not attend	12		26%	
Animals that might attend	71			
Fleeces that might be entered	50			
7. What can the Queensland Region do to attract more exhibits at shows? If you currently don't show, what would entice you to exhibit alpacas or fleeces at a show?				
I know this is harsh but we need to attract the better quality animals and encourage the poorer quality animals to be left in the paddock. There are many animals shown currently that probably don't deserve any ribbon at all. Education is the key. Educate breeders to look for better standards and breed towards them, using their heads to choose males not rely on cheap matings or owned sires which will never raise the standard of the national herd.				
As I haven't been to any shows as yet it is a little difficult to give answers. Although I do believe a show closer to the Northern Breeders will encourage us to go further and achieve better results in our breeding if we know that there is somewhere closer for us to start showing. Also for new breeders like myself it is a good incentive to be able to think about getting involved more in the industry as I know myself having other commitments it makes it hard to even think about going to the southern shows when we are just starting out.				
As I work and it is hard to travel away if the show was closer to where I live I would be more attracted to show alpacas				
Depends on the entry fee and the prize money if any.				
Distance to travel is a big issue - having to get animals ready to load around 4am in the cold is hard - animals don't want to move,				
Don't know, haven't yet exhibited at shows.				
For us, the associated cost of showing is sometimes a stumbling block.				
Have a list of accommodation and/or somewhere to stay if wishing to stay more than the show day as it is a long trek for some of us - perhaps host farms with quarantine areas available for pacci's.				
Have less animal shows (4 or 5 Qld Region Shows max.) and increase the quality of the organisation of these. Eg. Toowoomba, Gympie, Sunshine Coast, Royal Brisbane (+ maybe Maryborough or Bundaberg once there are more than 70 or 80 guaranteed entries). Other shows should be fleece judging and/or display only.				
Holding shows mid week or on weekdays makes it impossible to attend when work commitments wont allow you to have the time off. Shows on a Saturday are better because it allows time to travel there and back.				
i personally require further literature on how the showing side if things work. what the judges are looking for and basically how to enter.				
I would be enticed to exhibit if the event was held in conjunction with a smaller regional show like Yeppoon, Mt Larcom or In Rockhampton at the Heritage Village Markets. These places are great venues, growing & supportive of small animal breeders & are opportunities to entertain				

and educate the public. I believe these sorts of venues would happily support alpacas unlike Rockhampton Show.				
I would love a training workshop on the A-Z of Showing - evaluating your alpaca - preparing to show - what you need to take - packing your trailer - roles of show organiser - required paperwork - how judging works. I have seen something similar to this run in another state and I think it would be fantastic! It might help in boosting the confidence of smaller studs and new breeders that they can do it.				
Keep the entry fees at a reasonable level - give money prizes from major sponsors Mid week shows haven't gained popularity in the past				
Make drop points for fleeces available in a few spots to save mailing charges.				
more prize money?				
Offer more places rather than just 1,2,3 offer 4,5 as well but only pay prize money to 1,2,3 also run a dams progeny class				
perhaps encourage people to stay overnight with a workshop/info for sale day session the next day - especially for the guys driving 5+ hours - letting them keep the animals in the pens overnight safely				
Prize money and or discount for multiple entries				
Recognition for alpacas especially when they win at the show(s) because breeders need to promote their alpacas eg media - newspapers, TV, web. Need campaigns to include pre-event & post-event to generate interest and excitement throughout communities. Need social network entity eg facebook to communicate and promote calendar of events and special events and news.				
Reduce price for entry. Increase categories so suris are separated into as many classes as huacaya.				
Respect for fellow breeders has dropped over past years, ethics should be re introduced.....I don't believe more shows will entice breeders to exhibit. The same old question...how far is one to travel?				
Social lunch / morning tea word of mouth encouragement and showmanship workshops				
Sponsored prize money				
Drop Nanango show. Shows one week apart drop numbers at one show or the other. Don't know how midweek shows would go many of our members work?				
Television adverts everyone watches T.V, but I have never seen an ad or a show. If you had a show on how easy to care for Alpacas and profits to be made on fibre the non impact on the land etc,				
TIME				
Training in choosing alpaca good enough to enter.				
We simply don't exhibit because of the stress to the animals so would be difficult to encourage to exhibit anyway				
We're just outrageously busy with the other aspects of our business/property so we'd support a Rocky show as it's only an hour away but we'd struggle to find time to go further afield. we run a tourism farm and promote alpacas and the industry solidly so a Rocky show would help us in that endeavour in our community but anything else is too far away in terms of media coverage and furthering our aim.				
*Editors Note:				
<i>The AAA Show rules decide how many classes are available, and how many ribbons can be awarded.</i>				
<i>The show dates are set by show societies (not the AAA), so we are unable to change the day of the week or dates of specific shows. The only show we control is the "Alpacas on Show" event which is standalone (not run in conjunction with a show society show).</i>				
<i>Training requests have been noted, and some training events will be organised for early in 2012!</i>				
<i>Prize money and entry fees are being reviewed for the 2012 show season. Entry fees and sponsorship money needs to cover the cost of running the show - a typical show budget is attached to this survey report so that the members are aware of the costs of running a show.</i>				
8. Please specify your preferences for trophies and prize money, would you prefer to win money rather than trophies, prefer traditional or practical trophies, be happy with a certificate? Please note your preferences here:				
	Prize Money	Certificate	Traditional Trophy	Practical Gift/Trophy
Place	35.6% (16)	33.3% (15)	13.3% (6)	17.8% (8)
Reserve Champion	28.3% (13)	8.7% (4)	26.1% (12)	37.0% (17)
Champion	31.1% (14)	4.4% (2)	28.9% (13)	35.6% (16)
Supreme Champion	17.4% (8)	4.3% (2)	43.5% (20)	34.8% (16)
<i>Other comments or suggestions:</i>				
I would be quite happy with ribbons only as prizes, however the ribbon would need to accurately record which Show, year and class it related to.				
A combination of Prize money and trophy/gift would also be nice.				
Certificate & Ribbon with some prize money would be usable				
Certificate + trophy for supreme champs. Prize money would be great if a substantial amount otherwise certificates are easier to store.				
Depends on what sort of money you are talking about - also depends on why people are showing. Is it prestige or for monetary gain? Does this mean no ribbons?				
i feel that when you are showing any kind of livestock, you do it to get your name out there not for the money				
I'm assuming there will be ribbons as well. Perhaps greater emphasis needs to be placed on the Royal Shows as well - that was the original reason why Regional & Country Shows weren't supposed to be run as "Royals". If we run all of our shows organisationally as "Royal Shows" then we shouldn't reduce the trophies/prize money to a Regional/Country Show kind of arrangement.				
Incentive to attend Brisbane Royal (paid entry) for supreme				
Ribbons are important. A pen or something else would be nice but I don't think much money should be spent on these things.				
Ribbons are what I prefer - but the option was not there to choose, so chose traditional trophy in stead.				
Show society / Association ribbons instead of a certificate				
Showing should be an avenue to assist in building your reputation and stud not to win cash.				
Traditional ribbons for places instead of certificates Suggest incentive for attending Qld Royal - champions of other shows get free entry to				

Ekka
We feel that a small amount of prize money should also be awarded along with 1st 2nd 3rd place getters and broad ribbon winners.

9. Please enter your post code:	
Area	Total
Brisbane Area	8
Bundaberg Area	4
Central West	2
Childers Area	3
Gold Coast Area	1
Gympie Area	10
Rockhampton Area	8
Samford Area	4
Sunshine Coast Area	6
Grand Total	46

**Editors Note: Postcodes have been removed, and general areas included for this table.*

Members going into the draw for free advertising in the QRIA (listed in alphabetical order):

BROADMEADOWS
 BUHAI HILL
 CALLIANDRA ALPACA STUD
 ELLAN VANNNIN ALPACAS
 FABULOUS ALPACAS - ANGELA SCHEERS
 FAVOLOSO STUD - BRETT WINTERBINE
 HARBAK
 HUMHAVEN ALPACAS - LINDA MARTIN & ALLAN BAKER
 IVORY PARK SURI ALPACAS
 JACANDA ALPACAS
 JACARANDA PARK
 JARRAVALLE ALPACAS JOSIE BUGEJA
 KERJELO HILL ALPACAS
 MORNINGSIDE ALPACAS
 MULBERRYHILL ALPACAS
 NATTAGINNI ALPACAS
 PALTARRA PARK ALPACAS
 ROSEGUM ALPACAS
 SAMAKIEN ALPACAS - GRAEME SMITH
 SAMNAT PARK ALPACAS
 SAMSURI ALPACAS
 SHARALANDAN PARK
 SHIKOTA ALPACAS
 SILVER D'ARC ALPACAS - MARY SILVER
 SUE GOLDSWORTHY - CANDISA ALPACAS
 SUNLINE
 THISTLEDO ALPACAS
 THOMASTAY ALPACAS
 WELUV
 WHIPTAIL HILLS ALPACAS

Show Budget

Item	Price	Qty	INCOME	EXPENSE
INCOME:				
Alpaca Entries	15	100	\$ 1,500.00	
Progeny Entries	15	10	\$ 150.00	
Fleece Entries	6	30	\$ 180.00	
Junior Handler Entries	5	20	\$ 100.00	
Pen Fees	5	50	\$ 250.00	
Sponsorship Gold (2 @ 150)	150	2	\$ 300.00	
Sponsorship Silver (18 @ 50)	50	18	\$ 900.00	
Sponsorship Bronze (18 @ 25)	25	18	\$ 450.00	
Sponsorship Trade Displays (4 @ 150)	150	4	\$ 600.00	
Sponsorship - Junior Handler	150	1	\$ 150.00	
Other Income (specify)			\$ -	
Other Income (specify)			\$ -	
TOTAL INCOME			\$ 4,580.00	
EXPENSES				
Transport of Panels				\$ 1,000.00
Prize money paid out				\$ 900.00
Ribbons				\$ 850.00
Trophies				\$ 1000.00
Sample bags for Junior Handlers incl Drink Bottle				\$ 120.00
Printing & Postage of Schedule				\$ 100.00
Printing of catalog				\$ 100.00
Lunch for judge & officials				\$ 200.00
Gift for Judge				\$ 50.00
Carpet/Turf etc				\$ 200.00
Postage				\$ 100.00
Judges Airfare				\$ 350.00
Judges Accommodation				\$ 350.00
Judges Car Hire				\$ 350.00
Judges Meals				\$ 100.00
Hire of PA System				\$ 150.00
Stationery & Morning Tea supplies				\$ 150.00
Other expenses (specify)				\$ -
Other expenses (specify)				\$ -
Total Expenses				\$ 6,070.00