

Sale Promotion & Update

28/7/10

The committee wishes to draw your attention to:

- A. The Overall Sale Promotional Program
- B. Recommendations for Vendor Draft Promotion
- C. General Sale Issues which replace any previous advice (due to changed circumstances)

D. Amendment to Tick Pre Treatment Requirements

On a very positive note the committee has been advised that the forthcoming Digest is the largest issue ever (100pages) due largely to a marked increase in Droughtmaster National Advertising by vendors. The committee greatly appreciates this support of the sale by their fellow vendors.

The committee's promotional thrust for the sale in general, is well in hand, but with 95 vendors it is imperative vendors continue to advertise & promote their individual drafts within the sale to maximize competition.

The Overall Sale Promotional Program (2010)

1. Thursday 5th August commences the program with the **Launch of the New Logo** during the morning tea break of judging at the Ekka, with corresponding Ads in Queensland Country Life & North Queensland Register. It is envisaged that this Logo will become the recognition point for the sale well into the future.
2. Following the launch there will be ongoing **Queensland Country Life & North Queensland Register Advertising**, reminding people of the sale, availability of catalogues, website address for viewing of the catalogue.
3. Thursday 2nd September the **Liftout** will be in the **Country Life & NQ Register** (check **package Ad subsidy**).
4. Ongoing from the launch will be:
 - a. A comprehensive 7 station **radio** advertising campaign.
 - b. An extensive **television** campaign, Imparja & Seven Central.
5. The Sale specific **Roadside Billboard** west of Rockhampton.

6. The Sale **Website** (www.droughtmasternational.com.au) has had a makeover & is operational 24/7.
NB: Remember there were **26,000 bull enquiries** on this website in 2009.
7. Buyers from 2008 & 2009 will be posted a catalogue.
8. Buyers from 2006 – 2009 will receive a personal written **invitation** to attend the sale.
9. The catalogue will include a warm **invitation to all to attend the Sale Launch & Meet & Greet** at the Sale yards 6pm Monday 13th August
10. **Secret Lucky Lot numbers** will be selected by the committee presale & the buyers of those bulls will receive prizes of chemical, feed, accommodation etc kindly provided by new Sponsors.

Discontinued this year are: The glossy Country Life Wrap & the printing of Flyers as the committee believes that this year greater advertising value can be achieved elsewhere.

Recommendations for Vendor Draft Promotion

1. Plan & Budget the promotion of your bulls, you can bet the majority of DN vendors are, as are the outside sales which are also your competition. Consider that **\$250** is half of one bid & investing at least this amount per bull can draw buyers' attention to your bulls, making a huge overall difference to the **result achieved by your draft**.
2. Following the forthcoming record breaking Digest, **focus Advertising** on the **Liftout** & listing your bulls on the **sale website**. It is imperative that only good pictures are displayed. As a minority of bulls do not photograph well, leave those out, as they will do more harm than good. **Start taking pictures now**.

Following meetings with Rural Press, a **larger glossy lift out** is planned this year, but its size will depend on the level of vendor advertising. It has been decided to limit stud editorials to the website replacing them in the Liftout with stories of interest across a myriad of cattle issues, ranging from Droughtmaster satisfaction, to Technological Advances to Pasture & Yard developments, endeavouring to make it something to retain. If you are aware of any stories that may suit, please advise Colleen Fricke on (07)41688110 or 0438788110.

The Deadline for Ad Copy for the Liftout is 18th August (Bookings by 16th) contact Rural Press: Malcolm McCosker (0417 607 658), Alan Lancaster (0409 201 149); Peter Lowe (0407 221 254), Jane Lowe (46339904). Sample Ad Pricing is illustrated on the attached flyer from QCL, contact their reps for further detail.

The **Website is loading details now** & Andrew Cleary guarantees loading of your details within 24hrs. Details were attached to Memo 2. If necessary Contact Andrew on 0413571695

3. The committee realizes the cost of Advertising in the Liftout, but it is the best promotional medium available to get the message out to potential buyers. To assist vendors & maximize sale exposure a **subsidized advertising package** is available as a rebate to those vendors who **take an Ad in the Liftout & lodge their sale draft on the website**. As this rebate is vendor subsidized it is conditional upon Ads being Droughtmaster National Sale specific i.e. do not include content re any other sales. This rebate is available at any one of three levels;

A. **Minimum rebate (\$97)** which allows an 8cm by two column Liftout Ad plus listing of up to three bulls on the website for a cost of \$459, less gst (\$41.73) less rebate (\$97.20) = \$320 net cost. This Ad size is best suited to one bull & website listings exceeding 3 will incur additional cost.

Or

B. Invest from \$460 to \$1100 (incl gst) in total in a Liftout Ad with QCL plus list your bulls on the website to receive **\$120 rebate**, i.e. \$1045 Ad + \$55 website.

Or

C. Invest in excess of \$1100 (incl gst) in total in a Liftout Ad with QCL plus list your bulls on the website to receive **\$150 rebate**, i.e. \$1046 Ad + \$55 website.

The rebate is to be claimed post sale & will require completion of a form (available from the Society) supported by copies of invoices.

The **Website cost** to lodge all your bulls, plus stud editorial is \$55 (incl gst) for advertisers who take the "advertising package" & \$60 (incl gst) for non package vendors. Additional information on the National Sale website is attached.

4. Have you contacted your **Past Buyers** for feedback on their purchases - were they satisfied with the bull's performance - invite them to come & view this year's bulls at home or at Gracemere presale, & join in the Meet & Greet.
5. **Contact Commercial Droughtmaster breeders** in your area, invite them to view your bulls, invite them to the Sale & the Meet & Greet

General Sale Issues

1. **Change to Bull washing areas;** Memo 2 stated that washing was only to occur in; 4 pens adjacent the scales, 3 pens on the eastern end of the complex & **only up until 6pm Sunday for the Concrete pens 16-20**. Following further discussions with CQLX, Concrete pens 17-20 may now be used for the duration of the Sale, but they will be sealed off from all other concrete pens & access will only be from the lane across the western end, no longer through the concrete pens, nor will concrete pens be available for stacking bulls prior to washing. This is a special dispensation from CQLX's OH&S Policy to use 17-20 during the sale, therefore please respect this right.

2. **Presale Pen Allocations** will be forwarded by mid August. This advice has been delayed due to uncertainty surrounding a construction project by CQLX, which could render some of the inner yards inoperable.

Every endeavour will be made to provide fair & adequate placement for all bulls. Due to the increase in vendor numbers & sale yard developments it is necessary to place more bulls in the Eastern area of the yards, but this increase will also serve to further develop this area as a focal point. To avail ourselves of the best possible yards means that some yards will only have temporary water troughing, but we have been assured by CQLX that all yards will be adequately provided for. The Braford numbers have increased substantially and as such they will be using the Austadium & the "R" & some of the "C" pens in the east. If necessary, Committee contact point for Presale Penning is Bill Zahnleiter: 0408756303.

3. Sale Sponsors to which we are very grateful are: Commonwealth Bank, Riverina Stockfeeds, Westco Truck Sales, Allflex, Cattle City Motel, and Ancare (through SBB).

4. Tick Treatment Amendment

The previous advice received from the Dipping Advisor did not take into account that this sale is a two day sale & therefore commencement dates for the final treatment have been amended to incorporate this. **Please disregard any previous advices.**

All Bulls offered for Sale must have been pre-treated according to one of the following options (as recommended by the Qld DPI).

All vendors from ticky areas **must** fully complete and sign a "**Cattle Tick Preliminary Treatment Owner Declaration**" form and lodge it with the Agents.

Option 1 when a plunge dip or spray can be used: -

1st treatment by Pour-on or injectable (Macrocylic Lactones) - between 7th & 10th August.

2nd treatment by dip or spray - between the 30th August & 2nd September.

3rd treatment by dip or spray - between the 8th & 10th September.

Option 2 when only pour on or injectable treatments (Macrocylic Lactones) are used: -

1st treatment - between 5th & 8th August.

2nd treatment - between 6th & 8th September.

Acatok is not accepted as a final preliminary treatment When using multiple treatments with Macrocylic Lactones (ML) owners will need to check the re-treatment intervals on the labels for whichever product they are using, as some may have a 28 day interval between treatments. When using ML's stock should be held in areas where there is a low risk of re-infestation.

These dates must be strictly adhered to.

The treatments outlined in Option “1” and Option “2” are the **minimum requirements**, & additional treatments (within manufacturer’s recommendations) **are always added insurance to clearing**.

Treatments which include only part of Option “1” or part of Option “2” are not acceptable.

NB: Due to some cattle failing to clear the tick inspection after last year’s sale (because on closer inspection some vendors did not dip correctly), there is a new arrangement in place for animals which fail to clear at Gracemere Saleyards after this year’s sale. We draw your attention to the following rule (as per clause 17 of the Conditions of Entry):

“In the event of a bull failing to clear for ticks at Gracemere Saleyards following the sale, the vendor will be responsible for all associated reasonable costs in relation to feeding and dipping due to the failure to clear the tick inspection”.

Sale Planning is proceeding well & the committee has just had its 3rd meeting since the 9th June. Future memos will be brief & only address specific organizational changes should they be necessary.

With best wishes

Droughtmaster National Committee