

MAFFRA & DISTRICT AGRICULTURAL SOCIETY INC.

NEWSLETTER

DECEMBER 2013

PRESIDENTS REPORT

What better way to honour 125 years of the Maffra and District show than for us to host such a wonderful event in 2013. Our show continues to be a credit to all of many volunteers who work tirelessly to put it together.

It was wonderful this year to have such strong entries right across the event. Horse entries were extremely strong and the new Jack Williamson Arena has been critical to us hosting such a high standard event. Likewise, the Holstein feature show drew strong numbers of high quality cattle. Poultry numbers remained at their previous highs and this year was the first time craft pavilion entries surpassed 2000. The Eco challenge now takes the whole Wool pavilion as it grows every year.

This year we added three new names to our list of life members. Mr Dennis Proud has been involved for over 25 years in the dairy cattle section, never missing a working bee, Ann Duve has been a tireless worker in the craft pavilion for a similar amount of time, and Jen McDavitt has been a key organiser of entertainment and marketing for the show for close to 20 years. These three committee member continue to be tireless workers helping to make the show what it is.

We pride ourself in Maffra in keeping all of the wonderful traditions of a real country show, but always looking at new and innovative ideas to draw people in. New competitions like the chocolate cake with a twist were a great success. A continually improving food and wine court, camp oven cooking, bush poetry, and the always changing night carnival all added to a refreshed event. The 'Gattor challenge' and human tractor pull and night wood chop were all new initiatives.

Our schools Friday presentation for local school students is now a very



Showjumping Action

popular regular event for local schools and helps with our marketing giving the children a taste of the show.

Our kitchen and canteen staff continue to do a hugely important and wonderful job. I pay tribute this year to Alison Jessup who stood down from full organising duties in the canteen after many years of service. We were grateful to have the Angela Shingles step into the position and run such a polished operation. It is not only the financial profit from the canteen that is important, but all of the judges and stewards meals.

It was also particularly pleasing this year to have our rural ambassador awardee Steph Bullen go on to succeed at regional and State level. We wish Steph well at the national titles next October.

A big thankyou once again goes out to the community groups of Maffra who

man the gates on the two days and do so in such a professional manner.

Our show runs in a professional and efficient manner because of one key person and that is our Secretary Noel Goddard. Noel takes on more of a CEO role for the show, always looking outside the square and able to offer well thought out advice to all sections. Always pleasant to deal with and never flustered, I salute Noel for his great work.

The Maffra and District show is a labour of love for many people. To the committees that meet from February to the workers who keep our facilities in good shape, I thank all who do their bit for our show.

Tim Dwyer



Chocolate Cake With A Twist - Open



Chainsaw Carving



EXHIBITION PAVILIONS

Once again the Exhibition Pavilions were well supported with over 2,000 entries this year. The Primary Schools sections continue to be very well supported by Schools in Maffra, Nambrok-Denison, Bundalaguah, Heyfield, Toongabbie and Cowwarr. Students from the Maffra Secondary College were also good contributors.

Two new sections were introduced this year, Maffra's Chocolate Cake With A Twist and Floral Art. The Chocolate Cake competition was judged by Damian Gannon of the Tinamba Hotel. Damian did a wonderful job

commenting on the cakes during the live judging which was appreciated by the competitors and spectators watching the judging.

The Floral Art Section was very well supported and added an extra dimension to the already extensive displays in the Pavilions. The theme of Hot Hot Hot was well interpreted by all competitors.



Floral Art-Hot Hot Hot winning entry by Heather Harrington



Maffra's Chocolate Cake With A Twist - Open Section

ARTISTIC EGGSTRAVAGANZA

How do our artists keep coming up with such fantastic ideas?

This year the theme was "Artistic Poultry" and they were amazing. Family groups were also introduced (Rooster, Hen & Chicken/s) which the artists really embraced.

To launch the artwork we brought the artists and friends together prior to the Show to officially launch our 2013

"Poultry". The evening was officially opened by Councillor John Duncan.

The finished artworks were displayed around the grounds, together with our "Cows" from last year and certainly added a unique touch to the rural atmosphere of the Maffra Show.

A big thank-you to all our artists for your special contribution.



Beach Rooster & Chicken Art



Beach Hen Art

FOOD & WINE COURT

The Food & Wine Court sponsored by Murray Goulburn was buzzing all day with great displays from stalls from local Murray Goulburn Factory, Caterers, Wineries, Cheese Factory, Butcher, Chocolatier, Brewery and Ice Creams. All sites were extremely well set up and displayed their wares to the general public exceptionally well. The Maffra district is very fortunate to have such a diverse range of quality products and services at our doorstep.

The Music this year was provided firstly by In Good Company and secondly by Micka Harrington. Both acts were very well received and appreciated by spectators.

This year we reverted back to the Gourmet Dip Competition which was sponsored by Maffra Farmhouse Cheese. The competition was very well supported with entries of an extremely high standard.

The Camp Oven Cookoff was again well supported and received and were the School Cookoff competitions.

DAIRY CATTLE

The Dairy Section was well supported again this year. The East Gippsland Holstein Feature show was Judged by Mr Matt Templeton, and had a total of 54 cattle exhibited. The All Breeds Show was Judged by Ms Anthea Day and had 25 head exhibited.

The Champion Exhibit was won by Marco Payette from West Gippsland

with his 5 year old Holstein Cow 'Powerplay Belle'. Most successful exhibitor was a close contest between the Mackie Family and the Johnston Family with the Johnston's being awarded the honour.

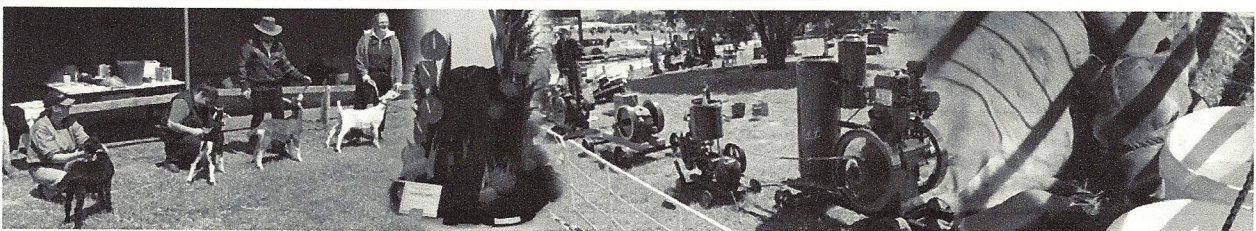
Mr Templeton congratulated the Show on their achievement and said he was impressed by both the number and standard of the cattle presented, as well as the facilities of the show.

The Calf Rearer competition was once

again a highlight of the morning with 40 entries. A most entertaining but somewhat chaotic spectacle

The handler's classes were well represented in all age groups. Congratulations to Tamara Loughridge and Sarah Tilburg for qualifying for the VAS Handlers Competition at next year's Melbourne Royal.

Thank you to all our sponsors who have supported us again this year.



RURAL AMBASSADOR AWARD

We were thrilled that our Maffra Show Rural Ambassador, Stephanie Bullen, went on to win the Gippsland Group Final in May. Steph then competed at the State Final during the Royal Melbourne Show in September and was successful in being named the 2013 VAS Ltd Rural Ambassador.

Steph's commitment to her career and also her contribution to the Maffra Show as not only Chief Steward of the Beef Cattle Section but also as a Committee Member and exhibitor in the cookery and flowers sections were recognised by the judges at the State Final. The judges commented that Steph performed very well in the interview process and her speech in front of over 100 people during the presentation dinner was very impressive.

We extend our congratulations to Steph and wish her every success at the National Final of the Rural Ambassador Award which will be held in October 2014.

The search is now on for the next Maffra representatives for the Rural Ambassador Award and the Junior Show Ambassador so if anyone is interested or knows of someone that might be interested, please contact our Secretary.



Stephanie Bullen

BEEF CATTLE

2013 saw the introduction of breed groupings in the Beef Cattle section with classes for British Breeds, European Breeds, Small Breeds and Any Other Breeds.

The quality of exhibits paraded before judge Mr Chris Robinson from Yackandandah was extremely high with Debonair Hulk Hogan exhibited by Greg and Leigh Price from Trafalgar taking out the coveted Supreme Champion Exhibit prize of \$500 kindly donated by Phillipsons Accounting Services Pty Ltd.

Our Junior Handlers Competition and VAS Ltd Handlers Competition were very well supported and we congratulate Giorgi Boucher and Ryan Bajada who will go on to represent the Maffra Show at the State Final of the VAS Handlers Competition. The tables were turned in the VAS Ltd Beef Cattle Judging Competition with Ryan being placed first and Giorgi second. We wish them both every success at the State Finals of both Competitions.

ENTERTAINMENT/NIGHT CARNIVAL

This year we continued with our emphasis on providing a cross section of acts and activities which were interactive and free. This year we were thrilled to welcome back to Maffra the renowned Animal Wrangler display which proved to be a huge hit with spectators throughout the day and also during the Night Carnival.

We were also thrilled to have Coco the Clown roaming the grounds and entertaining young and old. As in previous year the Animal Nursery was also a big hit, as were the Vintage Machinery Display, Chainsaw Sculptors and Vehicle Displays.

The Night Carnival was again action packed commencing with the Woodchop which was held in front of the Grandstand during the twilight. The Shetland Derby and Horse Novelties classes were well supported and enjoyed by all. The Dog High Jump was, as usual well received.

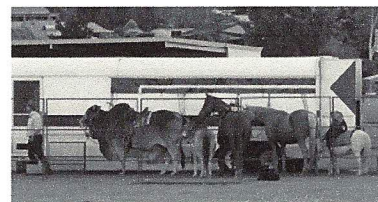
Other activities held during the Night Carnival were a Tug-Of-War and a Mechanical Surfboard which were both very popular with the children.

This year we were pleased to host a "Gator Recreation Vehicle" challenge

by local distributors of these vehicles, friendly rivalry went out the door as the action got serious.

We welcomed back Tim Coleman and his troupe displaying their exceptional Motorbike riding skills

The Night Carnival culminated with the spectacular Fireworks Display sponsored by the Maffra Community Sports Club.



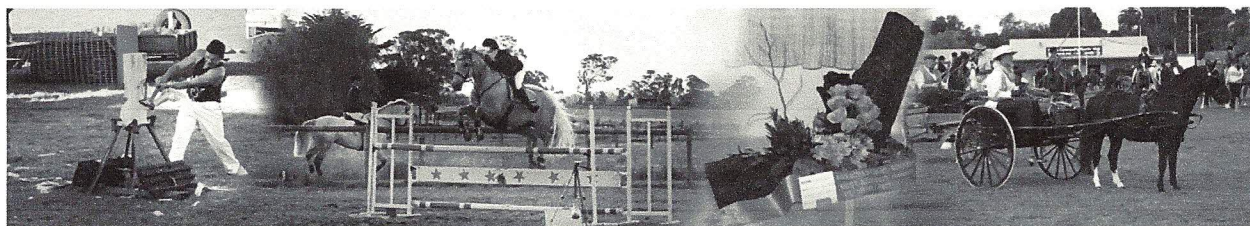
Animal Wrangler



Chainsaw Carving

THE PRESIDENT & COMMITTEE OF THE MAFFRA & DISTRICT AGRICULTURAL SOCIETY WOULD LIKE TO EXTEND OUR SINCERE APPRECIATION TO OUR VALUED SPONSORS, EXHIBITORS, STALLHOLDERS, JUDGES, STEWARDS, VOLUNTEERS ETC. FOR YOUR ASSISTANCE IN RUNNING THE ANNUAL MAFFRA SHOW.

WE ALSO WISH YOU A SAFE & MERRY CHRISTMAS AND A HAPPY & PROSPEROUS NEW YEAR.

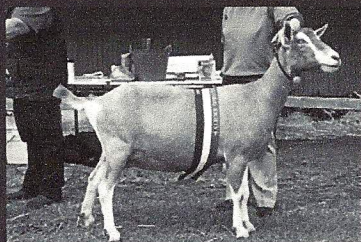


DAIRY GOATS

All exhibitors had a very pleasant day, the weather although a bit windy at times, was sunny and we were able to have on display all of the six pure breeds of dairy goats bred in Australia. The baby kids as always proved to be real 'show stoppers' with crowds gathering to watch the judging of these classes.

Supreme Exhibit was awarded to a beautiful Toggenburg milking doe Kaleena Park Fashion owned and bred by Vicki Wright from Fulham, so nice to have a local take home the broad ribbon on the day.

Many people were curious about what products could be made from goats' milk and were amazed when milk, cheese, soap, and facial creams were mentioned to name just a few.



Supreme Exhibit – Kaleena Park Fashion

POULTRY

Quality and quantity all in one Pavilion!

Our Poultry Show for 2013 was very successful with good quality birds and entries from our loyal exhibitors.

Judge for 2013 was Mr Ken Bjorksten from Heath Hill. Ken was impressed by the quality of exhibits and awarded the Champion Bird of the Show to a Modern Black Red which was exhibited by Mr Colin Kincaid. Congratulations to all exhibitors on a fine display.

The Committee of the Maffra Agricultural Society would also like to acknowledge the support of the Poultry Club by allowing us the use of the kitchen facilities to assist with our catering of the Dog Show in August of each year.

EQUESTRIAN EVENTS

This years horse events had excellent entry numbers. Harness entries were well up on previous years, this year we also saw the inclusion of the Waler breed, and they were strongly supported also. Strong line ups in all sections both for the Friday and the Saturday, Friday being popular with people with young horses, because they can experience the show scene without the added distraction of the side shows.

Show jumping numbers were terrific, with the jumping finishing at 7.30pm on the Friday night due to the amount of entries. The jumping people seem to be really happy with their purpose built arena (The Jack Williamson Arena), this year we also had the tiered seating ringside, which was really well received and utilized. Next year we are hoping to have some permanent yards erected also out the back.

So we were very happy with the success of Maffra Show in 2013.

Thank you to all the Judges, Stewards, volunteers and committee for making it happen.



Life Member Mr Anthony Lee presenting the Apply Memorial Award to Sarah O'Connor

ECO CHALLENGE

Some new exhibits were a feature of the Eco Challenge Pavilion this year. New Exhibits included 'In the Felt Garden' with creative play items made from recycled knitwear and blankets, a collection of garden sculptures made by Rusty's Antiques and Collectables and poultry sustainability foods and information provided by "The Chook Chic"

As usual we were well supported by the Wellington Shire with their electric vehicle, sustainability trailer, sponsored renewable trailer and The "Wash against waste" tent group. The Woodturners, Southern Rural Water, Landcare and Rail Trail Information were also available. The Kilmarnock Uniting Family Care "Awesome team" provided a hands on activity to entertain the children with making headbands.

SCHOOL'S FRIDAY

Approx 270 students attended from local schools. All students were entertained by the Animal Wrangler and Bazza the Clown. New activities this year were provided by Ambulance Victoria, looking after chooks with the "Chook Chic" and a water activity from Landcare. These were very well received.

Many thanks to the CFA, local police, Wellington Shire, Mulgowie and Salad Express for their ongoing support with our School's Friday Activities.

