

PRESIDENT'S MESSAGE

Welcome to Sheepvention 2010. This year's theme is ~~%~~Marketing for the future+. Marketing continues to be a big part of running a successful farming business, and will be even more important in the future, with increasing input prices, decreasing terms of trade and deregulated and volatile markets. A new section in our recently built Hamilton Exhibition & Conference Centre will be dedicated to trade sites that offer products relevant to our theme. We hope that we can offer new ideas, through seminars and events throughout the two days of Sheepvention, and we encourage site holders to utilize this theme in their site planning.

At Sheepvention this year we will be continuing all the usual competitions and attractions that have built our success over the past 31 years - the Ram Sale, Sheep Show (feature breed White Suffolk), Ewe Weaner competition, Farm Dog Championships, Alpaca Show, Specialist Seminars and Inventions as well as the Fashion Parade and Young Designers Wool Awards.

Trade sites are a major part of our event, and we will be continuing the huge variety, catering for the diverse and increasing crowd that Sheepvention attracts.

Introduced in 2009, the exclusive Food and Wine marquee was extremely popular showcasing some of the best food, wine and produce that South West Victoria has to offer, along with celebrity chef cooking demonstrations. We plan to expand on this success and once again feature some of the local areas finest produce.

Last year the Interstate Team Shearing and Wool Handling competition was very popular and we will continue this event with shearing demonstrations to be held between competitions. This event features some of the finest shearers and wool handlers in the country and we are looking forward to holding this as part of Sheepvention 2010.

Construction of the new Hamilton Exhibition & Conference Centre has begun and we are excited about the many uses that this facility will provide for the whole community. We will be holding the official opening of this centre during Sheepvention. The Exhibition Centre will be used at Sheepvention in three ways, for the Fashion Parade, as a dining room open to the public for sit down meals and with the remainder dedicated to trade sites involved in our theme of ~~%~~Marketing for the future+.

Sheepvention continues to grow and we thank the local community and volunteers for their ongoing support and help to make such a successful field day. I am looking forward to another successful Sheepvention and am excited about being involved in such a wonderful event for agriculture and our community.