



MINUTES OF THE AFTER AGFEST EXHIBITORS MEETING, HELD AT THE CHAPEL ROOM, TAILRACE CENTRE, 1 WATERFRONT DRIVE RIVERSIDE ON FRIDAY 3rd JULY 2015.

PRESENT:

A1 Power Tools, Kevin Medhurst
Australian Honey Products & Taverners Brewery, Tim Penton
Australian Veterinary Association, Angela Offord
Australian Alpaca Association, Jeanette & Ken Manning
Australian Alpaca Association, John Milward
Betta Milk, Don Jennings
Brownie Point, Reg Lyons & Edna Lyons
Coaching Access, Andrew Hurst
Cyclad Buildings, Jason Orr
ForestecWHS, Alanna D'Allura
FMT, Mick Boyd
Hillwood Football Club, Bob & Kaye McLean
Hillwood Football Club, Mark & Lyn Tidey
Hillwood Football Club, Jackie & Barry Hume
iHealth Saunas, Peter Tyson
John Sheppard, John Sheppard
Life without Barriers, Tony Crothers & Gaylene Connell
M&J Smith, Morris & Joy Smith
Marine and Safety Tas, Ian Ross
Norseman Caravans, John Vinson & Stuart Fenton
Rhuby Delights, Malcolm Ryan
VDL Irrigation, Rory Ikin
Rory's Hot Spuds, Rory
Roscrea Speckle Park Stud, Kim Jones
Rotary Club of Youngtown Inc, John Heazlewood
Royal Flying Doctor Service, John Kirwan
Ruband Tyres, Rod Brazendale
Sewknit Launceston, Peter Miller
Tankworld, Michael Stringer
William Adams, Wayne Elphinstone & Garry Crack
Pig & Fig, Brian & Pam Sims
Poffertje Littlest Pancakes, Peter Roger

Agfest Committee:

Amanda Bayles, Chairman & Sponsorship Coordinator
Carlee Lee, Exhibitor Manager
Derryn Badcock, Operations Manager
Karen Robinson, General Manager



AGFEST

Linda Perkins, Finance Administrator
Aleta Jones, Catering Coordinator
Alex Bigham, Vehicles Coordinator
Anthony Coad, Merchandise Coordinator
Kate Coad, Personnel Coordinator
Ebony McConnon, Catering Coordinator Assistant

The Chairman opened the meeting at 15:02 and welcomed everyone in attendance.

APOLOGIES AND WRITTEN FEEDBACK FROM EXHIBITORS

Michael Mills, Hillbilly Camping Gear
Fiona Kelly, Campers Delight
Kerry, Hardwood Mills
Mary Lynton-Moll, Laskas Lullabies
Kathy Anstice, The Fudge Factory
Helen Morton, Woodland Harvest
Sonia Shearer, Anvers Confectionary
Darleen Parker, Mercury
Helen Morihovitis, Step Forward Orthotics
Rhonda Smith, Vintage Tractor Mugs
Ruth Paterson, Moreton Hill Investments
Nigel Searle, Irrigation Tasmania
Michael Penhall, Erling Australia
Vincent John, Tasbest
Kim, Kims Collections
Alison Radford, Australian Weaving
Stella & John Woolfe, JW Minerals
Chris Wright, Coprice
Rod Shaw, Maxum Animal Nutrition
Miranda Harman, Menzies Institute for Medical Research
Janet Craigie-McConnell Marcus Oldham
David Kenyon, Inspirations Garden Centre
Geoff Muller, Templar Innovations
Ian Cawthorn, Tasmania Fire Service
Sally, Habitat Plants
Tim Ritchie, Glasgow Engineering
Bernies Tasmanian Gourmet Burgers, Bernard and Ellie



AGFEST

Company	Comment
Vanessa Mitchell, CD Centre	<p>Congrats on an extremely successful Agfest despite the terrible lead up weather.</p> <p>Just a couple of things that were a little frustrating for us.</p> <p>Totally understand you cannot have congestion on site on set up days, but 1 pass 1 vehicle rule (unless pay \$80 extra) is a little steep. Nearly impossible I am sure for any site to set up with only 1 vehicle. Maybe raise the price of stalls by \$20-\$50 each and included a 2nd pass.</p> <p>South end exhibitors car park is not big enough. Also only 1 entrance into site from that end near pavilions at Fourth Ave. I ended up parking in public car park every day.</p> <p>Also last year no problem with Eftpos at my site near site office this year in CWA Grove rarely had a signal. I am sure you are aware of this and are working once again to elevate the problem with Telstra.</p>
Paul Gratton, Sota Tractors	<p>Congratulations for another successful event and a credit to all.</p> <p>Not as a criticism but to try and assist with the safety aspect, my thoughts into the situation of the high winds on the Tuesday prior.</p> <p>As the crane with the speakers were not able to be set up and understandably so, it seemed there was no communication method available to people preparing their sites. I appreciate this was an unusual event but also a reality of other field days that I have experienced before , other field days are able to communicate expected high winds and remind people of any possible risk .</p> <p>We were fortunate that on the site next to us “The Polaris site“ the riggers had a weather station set on their rigging and we could check as to the status of the winds and were well warned , purely by taking a few steps and asking regularly through the day.</p> <p>This is basically my question “Would it be possible to have some sought of warning system if the crane and load speakers are not able to be set up as in this case“Or you may already have considered this for future events.</p> <p>We left the site at 3.30 pm after securing all we could and not putting anything out that may have become a hazard in the high winds, only to find the site had been closed at 4.00 pm not long after we left. So there must have been a consideration of the weather for this to happen, how was this information relayed to everyone on site?</p> <p>Please accept this as trying to constructive and not being able to attend the meeting but wishing to pass on my thoughts.</p> <p>Finishing on a major positive, to my understanding Agfest is the only smoke free Field day in Australia, well done this should be a mandatory requirement at all field days in Australia and I applaud you for this.</p> <p>In all my correspondence with other Field Days I offer Agfest as the bench mark for all others to aspire to.</p>



AGFEST

Dina & Rhett Panizza, Frontier Tasmania	On behalf of all of the crew at “Frontier Tasmania Hats and Accessories” (M05) I would like to congratulate the many staff and volunteers for a wonderful AGFEST 2015. It seemed to me to be the best yet. Unfortunately we are unable to attend the “After AGFEST Meeting “on the 3rd of July due to work commitments but thank you for your invitation. We look forward to being a part of what I’m sure will be another fantastic AGFEST next year.
Warwick Rolfe, Woolerina	How impressed I am with Rural Youth of Tasmania. I attend many events all over Australia and Agfest remains my favourite! Congratulations on a successful Agfest 2015
Michael Callipari, Callipari Wines	Congratulations again on a job well done, seeing new and returning patrons is rewarding. Parcel Pick Up service is working well. Many thanks
Leigh Grigg, Collector Models	I have been a regular exhibitor at Agfest since 1993, and have been completely satisfied with the organisation and running of the event by Rural Youth. It has been a pleasure to “work” in such an environment. It is obvious that the population of Tasmania support you too, as the attendance by patrons is outstanding.
Phill Mallinson, Olsson/Pacific Salts	I was pleased with all aspects of the event.
Ashley Stride, Jetmaster	We would like to pass on that the 2015 AgFest was another very successful event for us, and one of the most important events that we undertake in our heavy schedule. Once again the organization was second to none and crowd numbers where fantastic. The support we get and follow on sales to our dealers in Hobart, Devonport and Launceston is fantastic and we look forward to displaying bigger and better again in 2016 if given the opportunity.
David Thorne, Weedwakka	I would like to pass on my thanks for another successful Agfest. As always, Agfest has been the best of the many field days we attend each year, and the Agfest team did a fantastic job. I look forward to another successful year in 2016.
Tim Freestone, Komatsu Australia	I would like to congratulate the Rural Youth committee on another successful event.
James Van Dyk, Zinmoto	People in the Hobart region actually thought that Agfest had been cancelled, probably because of the site having been closed on Tuesday afternoon. Maybe People presumed the whole site had blown away? There should have been more publicity in the way of: Hey yes There was some damage on Tuesday but we are open for business?
Phil Hanrahan, Auspitt Australia	We were very happy with the way Agfest was run and should be back again next year. Didn't have any issues apart from our marquee trying to fly away.
Peter Darke, Tasmanian Field and Game Association	Unfortunately I cannot make it. No complaints, the event went very well



AGFEST

Kate Gill, Launceston Christian School	Thank you again for a very successful event. For our site set up all went smoothly. Having to pay for gas this year was a huge hit to our fundraising with a bill over \$700. At \$4 per kilo the gas seems expensive. And a large jump from last year without any reduction in site fees???? It would be interesting to know what other gas users thought.
Pig and Fig	We participated in Agfest once again this year with our "Pig and Fig" stall at the Unique Tastes pavillion. As usual, Agfest was a wonderfully organised event - a credit to you all.

REPORTS

Chairman's Report – Amanda Bayles

Welcome all and thank you for taking the time to come this afternoon.

As you would have seen in the media Agfest 2015 drew a crowd of 56,741 people over the three days, Thursday was 14,420, Friday was 18,461 and Saturday was 23,860, after the preceding terrible days of set up weather we were pleased that it settled down for the actual days.

This year I have just completed my third year of Agfest Chairman – I hope you're not too sick of hearing my voice, this will be the last as this evening we have our annual meeting and the new executive committee will be voted in and the full committee will be named in the coming weeks. A huge thanks to everyone that has made my time in the chair enjoyable and a big thanks to the support of my fabulous committee, our office staff and most importantly my family and friends.

SET UP DAYS

The Monday set up went smoothly, I think a lot of people stayed home due to the Tuesday forecast. The Tuesday which was the worst day and wind gusts that got up so high that we had to close the site and ask all those exhibitors that we on site to leave. This decision was not taken lightly but we were at all times considering the safety of people. We learnt things from that afternoon and while we wouldn't do anything different we have feedback and experience and will take note of these should anything happen again in the future. Something to note is that our permit actually stipulates that we must close the site when it reaches 80km/h winds so to be able to get an accurate measure for this is one that we need to work on. Thanks for everyone's cooperation on that afternoon.

Now as Monday was quiet and Tuesday got blown away as we expected Wednesday was rather busy. I did have a few complaints that it was taking a while to get through the gates and why were we stopping everyone.

Well we stop everyone who does not have vehicle pass displayed on their mirror and does not have a vest on or visible to check that they have one. Others may stop to check where about their site is so that they are not driving around trying to look for it and making traffic on site worse.

VEHICLE PASSES

While I am talking about vehicle passes we took your concerns and for this year created a transport pass which was given to transport companies and some large machinery companies carting their own gear, these were only valid on non Agfest days. While there was some teething problems as a whole we believed that they worked well. As I am sure some of you are thinking why not give us vehicle passes and not charge, or why do we need vehicle passes. Being identified on site is important for security. Do you really want us to walk away from those front gates and just let anyone and everyone come through the gates?



Also for those people who had one pass, drove that vehicle in and then walked your pass out to another vehicle to drive in, that's not on – you are noticed when you are driving out and if you are here today or reading this please contact the office to arrange payment for your second vehicle pass. This is not fair for other exhibitor's routing the system like this. Look at it from another point of view, there is around 1000 sites, each of which are entitled to purchase two maximum vehicle passes, added with Agfest vehicles, service vehicles and transport vehicles on site worst case scenario we could have 2000 vehicles on site, ok it's a slim chance but we have to look at things like this when we are looking at site safety. There was also some specific feedback this year that people thought the vehicle passes were obstructing your view. We have found that these are the most versatile as they can be moved between vehicles if needed and with honesty. We could try stick on passes but then there will be no more changing between vehicles as they are one stick to the windscreen for the duration.

GAS

Back in late 2014 (after applications had been opened) we were contacted by our gas supplier Origin to say that they did not want to renew their sponsorship deal for 2015, it's been great dealing with Agfest over the years but weren't keen to continue with sponsorship for 2015.

With this I worked over December and early this year trying to figure out exactly what was involved with the gas on site. There was a number of unknowns.

How much gas was used on site? How much was brought on to site? Where did all the gas come from? Who distributed it all? Why do we need someone to distribute gas? Why can't they just be hooked up by exhibitors? Does everyone get free gas? How did we decide to charge?

These were all questions that we tossed around and got asked, yes it was a tedious process answering all the questions and it did take longer than expected with all this information going out to exhibitors in early April. I spoke to a number of past chairman, site managers and some caterers to find out how the system started and has developed over the years.

Why can't they just be hooked up by exhibitors? It changed a number of years ago when there was some accidents on site and state rules and regulations changed, so there wasn't accidents, it was all to be done by a licenced gas fitter. Also as a checking procedure last year we were required to pay another person to come and check the gas fittings on all gas equipment on site.

How much gas was used on site? How much was brought on to site? We found this figure roughly out when we tallied up all the pre-order forms that were completed by exhibitors this year and then on speaking with the gas distributor for Origin was told that we were in the vicinity. There was always more gas on site than needed as gas bottles are changed over daily so finding the exact amount will never happen.

Where did all the gas come from? Who distributed it all? This year all the gas came from Origin and was distributed by Roger Lehner – the same person as in the past.

Why do we need someone to distribute gas? As per rules and regulations that is why the gas needs to be distributed and connected by a professional.

Does everyone get free gas? In the start of the sponsorship agreement with Origin community caterers received free gas for the duration of the event and those in the Unique Tastes pavilion were required to pay for gas. Sometime in the past few years this changed to the Unique Tastes exhibitors also receiving free gas as it was too hard to tag bottles and get back to town and measure how full they were. In short those in Unique Tastes have been getting a bonus for a couple of years. For community caterers we continued to support with the extra passes given out and the picnic area next to their site.



How did we decide to charge? When looking at our options on how to proceed we had two options. We be one large customer or you all be customers, it just had to be the same for all. We made the decision that we would be the customer and on charge the gas as we already had an account. The gas orders were returned back to our office and we liaised on how much gas was required each day and got the right orders placed for the right days. Roger Lehner was able to keep records to confirm the ordered amount and delivered amounts. We had figured out a way to charge the exhibitors fairly and decided to charge \$4 per kilo of gas for a 9kg bottle equating to \$36. Yes slightly more than we all buy down at the servo or hardware store but when working the charge rate out we had to be fair as it was being delivered and connected to your site. Unfortunately the gas cost was just a part of what we were charged. After Agfest when our bill came in we went exactly off these lists to on charge the gas back to the exhibitors that used gas.

When we had this information in order emails advising the process were sent on 8th April (no price) and the reminder on the 29th April, the second email confirmed the price of what would be charged. We understand that this was an unfortunate position that we were in and you being the people that were on charged. We did try to get this sorted earlier and now that we have much more information regarding the gas we will endeavour to investigate other options for 2016 onwards. Not that it helps the majority of you, but on talking to other local events we are not the only event having trouble with rules and regulations around gas. We will also talk with them to get the best outcome possible for the future. We will continue to try and be fair and equitable to everyone but what I will confirm is that there will be just one licenced supplier doing these connections

This year we partnered with the university to complete a more formal survey of which the data is nearly completed and will be presented to the committee this evening. Some interesting data for you to hear from the patron survey is over the three days 1031 people were surveyed, with 86% of people purchasing something on site. With the spending ranges carefully considered there was over \$26 million dollars spent at Agfest 2015. We thank you for your comments about the event and ideas are collated and discussed at the brainstorming session in August.

This year was the first with applications being online and while there was a bit of trial and error with what would work, and we have taken on board the feedback and will continue to improve for 2016. There is a lot of ideas that we have been given and brainstormed for improvements for next year. We will send you an email to advise when the minutes of today's meeting are available online and the 2016 Application Package will be available online the first week of October. Once again thank you for coming along today, I look forward to seeing you in 2016.

CHARITY

This is the second year we had an Agfest committee charity of choice and this year was awarded to the Royal Flying Doctor Service – Tasmanian branch. We hope that you enjoyed your time at Agfest this year, the promotion that I saw in the papers was great. On behalf of the Agfest committee I would like to present you with a cheque for \$3,000 a combination of money raised through the ATMs and the Agfest committee. *Cheque presented to John Kirwan.*

We will now move on to Carlee our exhibitor's manager and Derryn our operations manager to address you too.

Exhibitor Manager - Carlee Lee

This year the demands for sites at Agfest remained high. We had 663 exhibitors across the site with quite a few on the waiting list mostly being mainland companies. The committee did notice this year that site holders increased their site sizes compared to previous years, particularly agriculture machinery. When the gates opened the site was completely full with only a few exhibitors having medical emergencies off site which prevented them attending the field days.



I am aware that some other field days across Australia do their best to accept all applicants, however the Agfest site is already large enough and the committee at this time is happy to cap the number of sites we have to remain a quality agriculturally focused field day.

Again in 2015 we had exhibitors attended from Tasmania, mainland Australia and international. It is a massive and difficult task to meet all exhibitors' requirements for site allocation; but I feel I did a fairly good job, better than last year with a little more knowledge obtained.

This year we commenced with the new online application process. Our wonderful office staffs were always available via phone and email to assist anyone having difficulty completing their application. This process not only posed issues for exhibitors but all that were accessing the program as we were all learning it together. One issue I discovered is how easy it was to miss information on application forms if I did not look in correct places, this issue was found and fixed early. A recurring issue is that a number of exhibitors are still not placing sufficient information on their application forms. It is very time consuming having to contact and research companies to try and industry group or place on map if the information is not attached. With applications I cannot say it enough that - more is better, wherever possible add additional attachments to applications. There are options available in application to upload documents, please utilise this where possible.

I feel that all sites were allocated fairly and as it is our policy to rotate sites from year to year and it's not always possible for everyone to be in what is considered high traffic areas. I aimed to industry group exhibitors were this was requested and was very happy with the feature areas created across the site. I received positive feedback from the exhibitors in these areas that I spoke with and their one consistent request was to stay grouped, but to still be moved around the site to different areas each year.

A few negative points to raise were the complaints of exhibitors smoking on their sites when it was clearly advertised we were a non-smoking event. Cars being parked on static sites. This is something we are trying to eliminate, not only for the appearance of the site but for the safety of all on site. It is an OH&S issue to have moving traffic onsite before the allocated times. If an exhibitor is wishing to have a vehicle on their site they are required to have written permission from exhibitor manager or chairman. Thirdly is the amount of exhibitors that yet again packed up their sites early on either of the three days. When the terms and conditions are signed you are committed to being open for service until the designated times every day. It is the store holder's responsibility to ensure they have enough stock for the entire field days.

A positive that appeared to be spoken of regularly was main street appearance with core agriculture products and machinery lining as much as possible of both sides of the street. With comments being "it's great to see the committee supporting agriculture companies" and "that's one way to put the ag back into Agfest". Just because I feel we succeeded with this this year does not mean it stops here, the Agriculture industry is the heart of our field days and we can only make it bigger and better from here.

Ag Demo was again a success, although not as many exhibitors chose to utilise this year, but it is becoming more and more popular and the exhibitors that did use the area definitely interacted with the crowds and were entertaining. There were safety and noise concerns brought to our attention, which as a committee was dealt with effectively and efficiently.



Unfortunately due lack of exhibitors we had to cancel the Equine area for 2015, the committee are working very hard together to try and improve this area as the equine industry is only getting bigger in Tasmania and is a strong part of the rural lifestyle. We also welcomed back the beef expo again this year which had a lot of interest and foot traffic. We will proudly support this in the coming years to hopefully grow and succeed at Agfest.

This year was a very entertaining year for patrons with the Yamaha Supertank showcasing how to safely and properly fish in our own waters and conditions. Michael and Brett put on fantastic demonstrations for the crowd with nearly a packed site every time and a line of people after wanting to ask more questions.

We also had the Stihl timber sports hold the Tasmanian section of the Australian Lumber Jacks competition. Where the winners will then go onto compete against other countries. This was a huge patron draw card with packed crowds.

As you are aware The Royal Flying Doctors were our chosen Charity of the year and I would like to thank and congratulate them for having a fantastic and interactive display.

I would like to say how impressed I was with the appearance of the overall site, site holders have definitely stepped up and putting in more effort on the visual side of things but it would be great to see exhibitors go that next step again and surprise us and the patrons.

We would like to congratulate the winners of site awards for 2015

- Best Small Site - Evandale Country Orchards (M82)
- Best Single Site - TasBest (CWA13)
- Best Double Site - MyState & Tasmanian Perpetual Trustees (M56)
- Best Multiple Site - Bridgepro Engineering (239)
- Best Pavilion Exhibit - Cowgirl Spirit (J10)
- Best Unique Tastes Fine Foods Exhibit - Silk (S38-30)
- Best Trades Expo - Tas Tafe (CWA08-2)
- Best Heritage Display - Historical Machinery Club of Tasmania Inc.
- Best Agricultural Demonstration - Agricultural Machinery Services (425)
- Best Beef Expo Exhibit - Roscrea Speckle Park Stud (M110)

Proactive Agricultural Safety & Support (PASS) Awards 2015

Best New Safety Product or Innovation

Joint Winners:

- 1) REEL-EASY UNCOILER - created by Southern Wire (Perth WA) being exhibited by MJ Cook Agricultural Supplies site N41
- 2) LAWN MOWER LIFT - by Prolift. Exhibited by Southcott Pty Ltd site 736.

Runners up

- Fibreglass Reinforced Plastic Grating: at NN25. Exhibited, designed and manufactured by



Best Display- Safety Feature / Focus

- Marine and Safety Tasmania at M66 for their "Be Boat Safe" display.

Finally thank you for taking the time to attend the meeting today and for working so cooperatively with me at the 2015 event. We look forward to seeing you all again in 2016.

Operations Manager – Derryn Badcock

This year we had high winds and rain to deal with on the set up days resulting in us the committee shutting the site down for a few hours on Tuesday afternoon. One thing I did notice is that if pop up tents are not anchored down extremely well they do not withstand any amount of wind. Overall the site held up quite well. There were a large number of signs placed out of site boundaries and this makes it extremely hard to maintain the drains and generally looks untidy. The majority of the site was left in quite good condition this year and was vacated in a short time frame, there were however a few with rubbish left behind.

Disability survey highlighted to the room, asked attendees to complete and return the survey.

FEEDBACK FROM THE FLOOR:

Janette Manning - Australian Alpaca Association – Tasmanian Division

Outlined the fact that the Association is a member's body, not a retail outlet and that all information is provided to interested parties for free. Main issue is the cost of paying for the site. The association feel they are a promoting a very important part of agriculture (alpaca production) in Tasmania and would like to continue to be a part of the Field Day. They feel however that they can no longer afford to go as it has cost them \$2000 to attend this year. Are there other associations in this category that would be affected in a similar way?

Committee don't want to lose the exhibitor but may be able to discuss viable options in the future. Committee to discuss and work with the Association to see what we can do.

John Millwood – Alpaca Association

The association also raised concerns regarding vehicular access for stock movement daily from the site. There are not enough vehicle passes and when requested a further pass it was denied, when on other years it has been made available.

Chairman and Exhibitor Manager outlined the rules with regards to numbers of vehicles allowed per site and per shared site, and the importance of enforcing those rules. Referral was made to the signing of Terms & Conditions and Public Liability. Committee acknowledge that the rules can inconvenience some site holders. Vehicle pass rules will change again in 2016.

The Chairman has agreed to address specific concerns after a brainstorming session in August.



Peter Miller – Sewknit

- Firstly Peter found the application too difficult for people with low IT skills
Comment noted and assured that the online process was a work in progress last year.
- He also felt this was the worst Agfest as far as organisation is concerned, their tent was blown away and he felt there was very little support or encouragement from the committee in restoring their site to its former glory. They had to hunt around for people to help with tent reassembly. Peter feels that some of the personal touch was lost.
- Looking at the issues he felt their smaller site was placed in a wind tunnel. He asks if some consideration could be given for smaller tents be on Eastern sides of the road where they can be a bit protected from the weather?
- Sewknit had indicated they were prepared to do some sponsorship for the School Ag clothing competition (?) and no response was received from the Committee in response to this offer.
- Financially we did very well and will be back next year.

Ian Ross – Marine & Safety Tasmania

Congratulated the Committee on a brilliant event. The super-tank was fantastic from our perspective but we know it cost the committee dearly. It ensured huge crowds into our precinct. Both sides of the street worked really well and would like to advocate keeping that going forwards.

Malcom Ryan – Rhuby Delights

A first time exhibitor at Agfest or any event of its kind. Very pleased with the level of response and contact from the Committee from the outset.

Request for Power points to be higher in the stall sites as had a rigid stall and the power actually pushed the stall out further than the allocated space. Suggests Power at 1.8m.

Committee acknowledged the issue and will take care to ensure a similar situation does not occur next year.

Was unaware there were site awards, would have been good to know who they were, could have been quicker communication about this as soon as they were decided.

Suggested that the Field Day expand to a potential 5-day event to encompass some of the events traditionally encompassed in fast disappearing local shows.

Discussion occurred regarding this point at a later time.

Morris Smith – Morris & Joy Smith

Had to fight with public to get to our dedicated toilets.

Hot water was situated next to the jumping castle (?)– does it provide a risk?

Usually this area would be fenced off; it should not have been as it was. The committee are in discussion with the marquee companies to ensure this does not happen in the future. Was too late to change this year's situation.

John Vinson - Norseman Caravans

Handed out some flyers to attendees – see appendix 1.



Made a request to use Southern Entrance for Exhibitors to speed up getting in to the site both before and during Agfest. There were some large exhibitors on the Southern side, it would eliminate the need to pass right through the centre of the site.

The Committee have chosen to keep the South road open for quick exit and emergency vehicle access if required. Having one entrance also ensures that vehicles are only travelling past one security guard helping to reduce the number of people abusing the pass system.

Is it possible to run extra power along the back of the site, we had to run power from a large box in the centre of the site which was awkward and difficult to manage from an OHS perspective.

This was an oversight on the part of the Exhibitor Manager for that particular site; she will endeavour to have power boxes on the boundaries in the future.

I would like to see a survey of exhibitors taken with changing some things about the show with regards to the flyer I have just handed out. Ref – Appendix 1, detailing the following points

- Propose changing opening hours
- Changing closing time
- Changing length of show
- Introduction of two day pass

Brian Sims – Pig & Fig

Overall the committee have done a great job and always demonstrate such a positive attitude.

Main limitation experienced for us was access for restocking. Not enough close parking for exhibitors with lengthy trips to the general car park to restock goods.

Kim Jones – Roscrea Speckle Park Stud

First year exhibitors at Agfest. Had a great turn out.

Last year couldn't find the beef expo at all, and this year people couldn't find us. Would like either a more central site or some flags to increase visibility for the Beef Expo next year.

Noted by the Committee and acknowledged that the Beef Expo will have some further development for the next Agfest.

Tony Crothers – Life without Barriers

Very pleased with the event. Have had the biggest response with over 50 Foster Care enquiries from the Rural Community following Agfest.

Wayne Elphinstone – William Adams

I attend many field days and this is the best of the lot.

We had 60 pieces of machinery. We cheated a bit and went the week before.

We wouldn't have made it in over the 3 standard days available for set up. I suggest that larger machineries should go in the week before Agfest starts; it may both improve access and reduce damage to the streets and sites by semis.

Has found it beneficial at other field days to have the same site every year. Easier to plan when you know the exact shape, size and location of the site to prepare in advance.



My opinion on four days for a machinery operation it is a waste of time being there on a Sunday. It is expensive and tiring for us.

Mick Boyd – FMT

No way I would do 4 days per week with the amount of gear we have. It takes us a month to prepare and get on site. If we couldn't get in a few days earlier we would not make it.

Our tent got destroyed this year with the weather; we had never witnessed wind gusts like it. I think it was a credit to you as to how the committee dealt with that and ran the event.

Numbers were lower this year, but more relevant. We had more purchases this year than before.

Angela Offord – Tasmanian Division of AVA

Main issue is an unusual one, on the first day just before gates opened. I had to leave to get to Launceston and couldn't get out of the site, I was misdirected twice, then it was recommended to drive out main gates against main flow of traffic. Concerned that if an evacuation was necessary it would be impossible

There are maps in all exhibitor packs to direct traffic flow at all stages of the day, the volunteers need to be better educated also to support this.

The TFGA tent was next door to DPIPWE, which worked really well and if that could continue that would be brilliant.

Committee advised Angela to ensure the request is in next years application for consideration.

iHealth Saunas– Peter Tyson

Drainage was brilliant this year, very happy with the condition of the site.

Found there to be fewer Agfest staff available this year.

A lot of exhibitors were leaving too early. Can this be policed?

John Vinson - Norseman Caravans

Being on the same flat site would be advantageous next year.

John has been advised to note that they would like a flat site next year in the application form. All of these things will be considered.

Rotation is done to keep the field days fresh, it can get stale if everything is the same year in year out. It encourages patrons to walk the site and walk past new sites each year.

Pete Roger– Poffertjes Littlest Pancakes

Noted that some site holders were selling drinks in cans, which is against the agreements across the catering space. Is there anyone checking sites to ensure Rules and Regulations are being complied with?

We do put that information in the handbook. Happy to receive any feedback about site holders ignoring the regulations. Always report it. Site office will also take your feedback.

Kevin Medhurst – A1 Power Tools



AGFEST

Do you try to put similar exhibitors in the same area?

Not always, we do group by industry, but the question will be on the online forms for you to select. This was overlooked a little this year.

We were down 40% on last year due to poor positioning.

Many errors in the database were ironed out this year, It should run far more smoothly next year.

How were the opening hours decided? On Sat night, everyone has to be off the site by 6pm, if closing was 4:30pm we would be more ready to be off site.

Found that the 6:00pm deadline really pushed us to get everything done on time. Experience has shown that not much happens from 4pm and the time could be well spent packing up.

Main concern is that if we move the times forward do we just have people packing up even earlier? Certainly worth a discussion.

Some stall holders would prefer a later opening time to allow enough set up time.

General discussion Extra days, same number of days incorporating different days of the week etc. Agreed that any decision made MUST suit the volunteers, as they are the ones operating the whole show.

Kim Jones – Roscrea Speckle Park Stud

Can Agfest consider doing stock shows – walk around with the cattle etc?

Traditionally Agfest haven't done this as it takes away from the local shows. Improvements to the Beef Expo will be brainstormed with the upcoming committee and this is one thing that will be discussed.

Rory – Rory's Hot Spuds

Discussion re the Gas metering. Last year the gas was weighed, this year there was no weighing of the gas. Request for a more transparent system.

Was made clear to us that contractor couldn't weigh the gas and this it is not done. This will be discussed!

Reminder to fill out the Survey on their chairs.

Meeting closed at 4:28pm.



AGFEST

HANDED OUT DURING THE MEETING BY JOHN VINSON - NORSEMAN CARAVANS

APPENDIX 1

1. Access to site, Is it not possible to use Southern entrance as an extra entrance for Exhibitors Only who have sites on that side of ground, to help speed up getting into Show of a morning
2. Access to power if any additional Power Boxers were to be installed can they be placed along the rear fence, and not in the middle of the sites
3. SURVEY
To consult with this years 700 Exhibitors. Simply ask the question
Would they be in favour of ?Answer YES OR NO

Question 1. Changing Show opening time for public to 9:00am

Reason 8:00am too early not a lot of activity in hour 8-9, also give the exhibitors more time to get organised for the day.

Question 2. Change finish time to 4:30

Question 3. Change show to a 4-day show. Thur/ Fri/Sat/Sun

Reason, show is now getting so large that it is very difficult to see it all in 1 day, gives people more time to spread visit over 2 days. I also believe that you would increase attendance numbers. There are people that work during the week, on Saturday they have sporting commitments with their children, so the don't have the opportunity to visit the show. Sunday would provide them with that opportunity and bring their family.

Question 4. Introduce a 2-day entrance ticket for say \$20. This would increase your gate takings, and would encourage more people to attend the show twice.

The amount of work, by all the people concerned, that goes into making Agfest one of the most successful field shows in Australia, is incredible, by reducing the starting and finishing times slightly and extending the show to a 4-day show would, in my opinion, be a huge benefit to all concerned. There is no doubt it would increase attendance numbers, and therefore increase gate takings.

It would spread the attendance numbers over a 4 day period and therefore give the exhibitors a greater time to spend with the public which would result in a greater number of sales which is what everybody is trying to achieve.

This of course only my opinion, however it would be interesting to put these questions to a vote by this years exhibitors and see what the majority opinion is on these questions.