



MINUTES OF THE AFTER AGFEST EXHIBITORS MEETING, HELD AT THE RURAL YOUTH ORGANISATION OFFICES, 62 YORK STREET, LAUNCESTON ON FRIDAY 23rd JULY, 2010.

PRESENT

Agfest Committee

Anthony Coad - Chairman
Nerinda Lade - Exhibitor Manager
Jade Hall – Operations Manager
Sian Gibbons, Craft Coordinator
Kylie Burns, Asst Exhib Manager & Safety Coordinator
Jade Hall, Operations Manager

Judy McLean, State Administrator (Minutes)
Linda Perkins, Finance

Exhibitors:

Tim Kroustalis, Juice Isle Tasmania
Ann Brown, Coffee Glorious Coffee
Phillip Green, Adaptalift Hyster
Brian Connolly, Riverside Lions Club
Chris Lefroy, Country Fresh Hot Potatoes
Allan Barr, Roberts Limited
Craig Fyfe, Roberts Limited
Pat Darbyshire, Lifestyle Gardens
Emily Devine, Mobile Café Central
Robert Cornwell, FRM Toyota
Martin Talbot, Diamond Marketers / Max Fair / Silvadid Park Services
Juliet & Bernard Pinner, Short Black Wagon
Yeosoon Bourke, Australian Honey Products
Rod Brazendale, Rubano Tyres
Cassie Harwood, Webster Trucks
Steve & Julie Springer, Tankworld
Barry Pyke, Coffee Glorious Coffee
Alisha Duggan, Soil First
Kevin Leslie, Wills
Andrew Doyle, Wills
David Miller, PR & Friends Inc.
Roger Richardson, Rotary Club of Devonport SE
David Kenyon, Inspirations Garden Centre

The Chairman opened the meeting at 3.30pm.

APOLOGIES:

Roslyn Briggs -CRAFT
G Vincent – Greening Aust.
Jim & Jo Lyall – Brocburn Dorper Stud
Paquita Sutherland ~ Pharmaceutical Society of Australia
Rebecca Smith ~ Global Contract Services
Lisa ~ Country Classic Clothing

Shirley Lee ~Natural Freshwater Pearls
Lisa Egglestone - Penguin Composites
Rod Owers ~ Tasmanian Process Instruments
Doris Nedelko ~ iHealth Saunas
Margie Jenkin ~ Tas Landcare
Steve Green ~ Ultrabond
Phillip Mallinson – Olsson Industries
Janet Craigie-McConnell ~ Marcus Oldham
Nic ~ Grandpas Garden Tools
David Burder ~ Whitlands Engineering
Mark Strohfeldt ~ RPM Products
David Thorne ~ Weedwakka Pty Ltd
Brett Dowling ~ Belpard Australia
Anne Griffin ~ Advanced Therapy Spas (Aust) Pty Ltd
Jan Aitken ~ Aitken's Saddlery
Lauren Olsson ~ Olsson-Ag
Noel Kemp ~ Bonsai Ichi-ban-ii
Stuart ~ Cape Grim Burgers
Christine Roffey ~ Quality Alpaca Supplies
Tim McCarthy ~ EPG Engines
Neil and Kathy Anderson NA Autos
Warwick Rolfe ~ Woolerina
Annie Weatherburn ~ Hutchins
Rod & Wendy McCarthy ~ Town Of Topiary Tea Room (Rabbit & Wallaby Pies)
Geoff Muller ~ Templar Innovations
Mary & Dennis James ~ Future Pure Water
Mick Mills ~ Hillbilly Camping Gear
Peter Terry ~ Sweet and Sour Candy
Barbara Ruttelle & Geoff Carr ~ Hillwood Vineyard
Irene King
Henrik Paterman ~ Fixco-Plus Adhesives.
Lyn McCambridge ~ NUTSNMORE
Bridget van de Kamp ~ The Leukaemia Foundation
Todd Locke ~ KAR-TAS
Ute Mueller & John Casburn ~ Organic Coalition Tasmania
Kerry & Rod Prowse ~ Kerrod Enterprises
Mick Boyd ~ FMT
Arvind ~ Red Cross Blood Service
Adrienne Charles ~ Nostalgia Tasmania
Jan Amourgis, Van Diemens Land Creamery

Chairman's Report – Anthony Coad

Thank you to all exhibitors who made the time to attend today's after Agfest meeting and also thanks to all exhibitors who couldn't make it but still took the time to send some thoughts through. This is your opportunity to have a voice on how you perceived Agfest this year and the future direction of the event. Extracts from phone calls, emails and correspondence received will be in the minutes.

This year, we had a record number of patrons on Thursday with 18,282 and great numbers on Friday and Saturday with 20,885 and 27,851 respectively giving a total of 67,018 over the three days. We didn't break the record, but it was a successful event.

I spoke to a number of patrons who said they enjoyed themselves and would be back again next year, I also spoke to a number of exhibitors who said sales were up and they had a lot of after Agfest follow up sales, hopefully other exhibitors experienced the same?

Unfortunately we had some issues we had this year that hopefully we can iron out to ensure Agfest 2011 is an even better event, we will be taking these to brainstorming along with suggestions from today, these include,

- Exhibitors and the public consuming alcohol on site in unlicensed areas
- Deliveries on site during set-up – exhibitors need to make sure their contractors know the **registered** name, or more importantly, the site number. It is impossible to assist carriers if the name of the exhibitor or the site number isn't on the consignment paper and we only have a product name.
- Agfest is a trademarked name and we require to approve any use prior to publication.
- No trading prior to Thursday unless permission is approved, we only approved a handful of exhibitors and found out that there were a lot more trading on set up days.
- Customers being told they can come onto site to pick up goods – we have a parcel delivery service that exhibitors can use to transport goods to the gate for the public, this service was brought back in this year and will be revised at brainstorming.
- We are finding that some exhibitors are not reading the information sent to you, because many people are not aware of the services available and/or rules and regulations (no balloons, no dismantling sites before 4.30 on Saturday, etc and Rin will touch on this in her report.
- Site Sharing – it is a requirement that site sharers be registered if they are a separate company. If you are selling a product as part of your core business, you do not have to register each product separately, but we request your distributors be given the option (for example: If Anthony's lawn mowers had a rep from interstate selling stationary engines, even if they are the same as what are fitted to the lawn mowers Anthony sells then they need to fill out a site share form). We get enquiries into the office and sometimes find it impossible to track products to the seller, one example recently was someone from interstate that visited Agfest that saw someone selling rubber products, unfortunately we couldn't track the exhibitor down as we didn't have a listing for them and the exhibitor missed out on a substantial order.
- Some exhibitors used their neighbour's site to park on or drive over as they hadn't set up yet and when they came to set up they were confronted with a site covered with vehicles or tyre marks where they hoped to set up.

There were a few other issues, but the above mentioned were some of the main ones and it looks like the committee are going to have a long Brainstorming session this year. It is our Annual Meeting tonight and there will be a changeover of committee. I will be running for a second term as Chairman, but some key members have already served two terms and are stepping down. We will have a few new faces in 2011. I won't take up too much more of your time, but I'd like to thank you all for your efforts in ensuring everyone had a great Agfest experience and look forward to seeing you all at Agfest 2011.

	Comment
Roslyn Briggs -CRAFT	Wonderful event again, craft girls were marvellously helpful. St Leonards Primary caterers were wonderful and being a diabetic they prepared special food for me and some of the young ones came and helped me pack up on Saturday.
Jim & Jo Lyall – Brocburn Dorper Stud	We would like to thank the Agfest crew once again for another well organised event and also for making the rain stay away. Well done! Our only complaint was to find on our setup day, Wednesday, that our neighbouring site holder, Blackwoods, had driven trucks over our site leaving mud & mess on our newly laid woodchips. We would appreciate it if a statement could be made regarding this matter to ensure respect for other exhibitors sites during the set up period. We would also like to put forward a suggestion that the makeshift track that runs through the trees between the fence & our site (M05), which was made by many patrons making a last minute dash to the loos, be upgraded. There are a couple of stumps that are a trip hazard (which we put fluoro tape on) that should be removed. Pics attached. Regards; Jim & Jo
Lisa ~ Country Classic Clothing	1. The music was loud, especially where our site was situated. 2. Rubbish collection was a little confusing as there were no bins at the end of the streets.

	<p>3. When leaving of a night, lots of people asked where you were going and that really slowed the line down, large signs with directions may help to keep the traffic moving.</p> <p>4. Most importantly, thank you and you did a wonderful job.</p>
Shirley Lee ~Natural Freshwater Pearls	You and your team did great job and great contribute to Agfest every year, well done!!! Wish you and your team all the best and see you all next year.
Margie Jenkin ~ Tas Landcare	I can't make the meeting but would like to pass on a huge congrats to the Agfest team! It is an extraordinary event and massive credit it to you all.
David Burder Whitlands Engineering	We would like to pass on our congratulations and commendation to your organisation for again turning on a fantastic event this year. We have been attending Agfest for close to fifteen years and it seems to get bigger and better every year. We attend over thirty "field day" events every year throughout Australia & New Zealand and it is without doubt that Agfest is the BEST. Well Done
David Thorne Weedwakka Pty Ltd	<p>I would like to pass on to the committee my thanks for organising such a fantastic event.</p> <p>While my company has been attending Agfest for many years, this year was my first time. I had been told that Agfest was by far the best field day in the country (we attend most of them), and I was not disappointed. It was a very successful even for us, and I'm looking forward to next year.</p> <p>All the staff that I dealt with were friendly and helpful, the attendance numbers were very impressive, and I really appreciated the exhibitor breakfast. Very nice touch.</p> <p>Thanks again, and I hope to see you next year.</p>
Brett Dowling Belpard Australia	Thanks for another well run field day. With all consumer events across the country down at present, it was great to see Agfest holding with last year's results for our company. We look forward to again being involved in 2011.
Lauren Olsson ~ Olsson-Ag	Olsson-Ag had a great experience and productive time at Ag-Fest 2010
Noel Kemp ~ Bonsai Ichi-ban-ii	Good Agfest
Christine Roffey Quality Alpaca Supplies	I would like to convey to all your committee members that they did a fabulous job at Agfest, I have been doing AG shows all over the mainland for the past 15years and yours was by far the best organised field day of the lot. Congratulations to all
Neil and Kathy Anderson NA Autos	Keep up the good work! As usual Agfest 2010 was run exceptionally well and many of the other field days throughout Australia could learn a few lessons from you.
Warwick Rolfe ~ Woolerina	"This was Woolerina's 4 th attendance at Agfest and as with previous visits I found Agfest to be the best organised, most professional and friendly of all the events attended by Woolerina. Woolerina attends over 30 events annually and Agfest stands out by more than a "country mile". Not only is Agfest a great event but the entire visit to Tasmania is a refreshing and enjoyable experience. Congratulations to all organisers, participants and staff at Agfest 2010. You really do have a wonderful team!
Fiona Kelly, Campers Delight	Music too loud and unable to hook up to running water.
Annie Weatherburn ~ Hutchins	Another good Agfest – congratulations on the addition of the Equine area.
Rod & wendy McCarthy Town Of Topiary Tea Room (Rabbit & Wallaby Pies)	<p>Sorry we are unable to attend the above Meeting on 23rd July.</p> <p>Please pass on our gratitude to all involved with 2010 Agfest. This was the first Agfest that we have been involved in as a food seller. The staff that we had contact with were friendly, professional and extremely helpful. We had no problems.</p>
Mary & Dennis James ~ Future Pure Water	Very satisfied with the entire field days programme – can't find any fault at all.
Irene King	I had a great time at Agfest this year keep up the good work.
Bridget van de Kamp The Leukaemia Foundation	<p>Thank you for your invitation to attend the meeting on the 23rd July. Unfortunately I have prior commitments and will be able to attend.</p> <p>We had a fantastic time at this year's Agfest and the media coverage both the event and the Shave got was fantastic. Let alone the AMAZING efforts from your committee.</p> <p>The Girls were SO Brave and a big thank you to them from the Foundation but</p>

	more importantly from the Tasmanian patients and families.
Ute Mueller & John Casburn ~ Organic Coalition Tasmania	Our main concerns this year were the chaotic traffic conditions at the site after the close of Agfest. We did actually raise our concern at last year's meeting about the inadequate numbering of the sites within the different avenues, which makes it hard for patrons to locate particularly small exhibitors, but we found this year that the situation had not changed at all.
Mick Boyd ~ FMT	Thanks for all you do for the rural sector.
Adrienne Charles ~ Nostalgia Tasmania	Rural Youth do a tremendous task and I fully appreciate the work involved by the youth of to-day. A great grounding for their lives in the future. Thank you again for the opportunity to exhibit my Nostalgia Tasmania counted cross stitch designs of historic homes and icons of interest, as my way of promoting this lovely Island. I look forward to exhibiting again in the future and hopefully making it to twenty years.
Derryl Hill, Lions Club of Windmill Hill	Had a very successful year – sales were as good if not better than last year
Carol Spencer, Bracknell Primary School	<ul style="list-style-type: none"> • Difficulties getting into site at 6am on Thursday (caterer) – were previously told we would have access to site from 6am for breakfast orders. • Site was hard to see and people had difficulty finding us. • Staying open until 5pm was difficult as no trade for the last 45 minutes and food wasted
Michael Callipari, Ned Kelly Red	Thank you for parcel pickup service – worked well
Maree Davey, Tas Wool Suppliers	Could those wanting power be put next to power boxes – my neighbour objected to my cord going across her site Remarkable effort dealing with grounds, traffic and security, especially following heavy rains

Exhibitor Manager's Report – Nerinda Lade

Good afternoon! Thank you all for coming today and also a thank you for producing such high quality exhibits at Agfest 2010.

Today is where you as Exhibitors, have a chance to have your say and put forward ideas and thoughts, which the committee will take to our annual Brainstorming session in August. Your input will help us make decisions to ensure that the Agfest Field Days continues to produce and provide the best service it possibly can.

This is also our chance to remind exhibitors of our processes so that you are aware of our expectations –

Such as - successful exhibitors are chosen by the information you provide. When you are preparing your application, please don't assume you are dealing with the same Exhibitor Manager every year, because you could effectively be dealing with a new person who does not necessarily know your product or the configuration of your stand. We request as much information as possible to help us make an informed selection and to make sure your site meets your needs. If you have pamphlets about your product, send them with your application. It is very important we get information about your product and the quality of your exhibit.

Other information we need is –

- If you require to be near someone, or not near someone
- If you require to be in a specific area, we need to know the reason why.
- If your site needs to be a particular configuration, we need to know (for example: if your marquee is a special size and open a specific way, so your site has to be "that shape" to accommodate your marquee).

If we have all this information, we will try to comply with your request – but we also ask you to keep in mind the complexity of the process of site allocations and be aware that all requests cannot always be granted, but we will help if we can. It is in our best interest to provide you with a site that will best suit your needs.

We would also like to remind you to read the information provided in your prospectus and 'Successful Exhibitors Pack' so that you are aware of the rules and regulations governing the site. Rules and regulations may sometimes seem tedious, but everyone also appreciates that Agfest is one of the best organized field days around and that is because we do enforce our rules.

A couple of important things we would like to mention -

- You must keep your display and any activity within the confines of the boundary of your site. This year there were exhibitors with people out on the street handing out pamphlets – you can hand out what you like on your site, but “travelling promotion” is strictly prohibited. Please note site boundaries are marked so that you understand where your site starts and ends - please keep within your designated area.
- Displays are not to be dismantled before 4.30pm on the Saturday. There was a crowd of over 27,000 people on the Saturday and the gates were still operating at 3 o'clock. We know you're probably over it by 3.30 and on the downhill run, but in fairness to our patrons, we request you to continue operating as normal and not remove any of your stock until after 4.30pm. We make a block booking on the Spirit to ensure our interstate exhibitors are able to get the sailings they require to adhere to our timelines. It's a long day for everyone, but you are aware before you come that the field day operates from 8 – 5pm and we expect exhibitors to provide the service they contract to do.

Under no circumstance is alcohol permitted on the static site for consumption either by Exhibitors or patrons, unless they are in a “designated wet area”. This year we had many instances where exhibitors and patrons were consuming alcohol and roaming the streets with stubbies. Unless you have an approved catering site or are situated in the U/taste Pavilion, alcohol on the static site is strictly prohibited and should not be open for consumption. Hospitality areas are to be just for special clients, they to be discreet and out of sight of other patrons.

Some exhibitors were telling their customers that they could bring their vehicles on site to pick up purchases. This is incorrect and there are three options. Either the trader brings in his vehicle after 4.30pm to transport the goods to the carpark, the customer can hire a trolley for a very minimal cost from the Parcel Parking and this year we resurrected the parcel pick up option, where we supplied a vehicle to do pick ups. Patrons are not permitted to bring vehicles on site for obvious security reasons.

This year we worked along side Work Place Standards to put the compulsory wearing of safety vests in place, as the Agfest site is deemed a work place this request is necessary as the safety of everyone on site is a major priority. This request was honored by majority of Exhibitors, there were a few people who proved a little difficult I'm sure attitudes will change as infringement notices maybe issued at future events. We once again ask that you be fully aware with all safety regulations relating to your industry, so that we don't have to spend time visiting you to remind you what you should already know.

Generally, you are there to promote your business and we are there to run the best field days possible that will attract the patrons. We both have the same goal and need to work together to achieve that goal. Thank you for coming and we look forward to Agfest 2011.

Operations Manager – Jade Hall

Nerinda and Anthony covered most issues. The Operations Manager looks after site, which is rather large but considering the conditions, turned out well. We had a bit of rain prior to the field days which made conditions muddy – we tried to do the best for you by bringing in woodchips or other ground cover. I was on site the whole week to assist exhibitors during set up but we all understand that if the rain falls down, the mud comes up and we were dealing with difficult conditions. If you had any particular problems, please let us know and we will do what we can to help. Email: operations@agfest.com.au

Comments from the floor:

Yeoanson Bourke, Australian Honey Products –

- (a) Is there going to be a price rise next year?

Pricing is determined at our annual Brainstorming session and normally only increase by CPI if at all.

- (b) 3x3 sites were not available this year, what was the reason for that?

The marquees don't fit into the 3m x 10m sites and go beyond the boundary. The 5m x 10m site allows just that extra bit of room which makes it more workable and looks less cramped.

- (c) Are you going to extend the licensed area in the U/Taste it is very small and no clear signage? *This is something we'll be looking at Brainstorming because we are aware there is a problem.*

Suggestion: You could use sealed bags.

There was a problem with the cool room (provided by the committee for U/Taste exhibitors) in that it is open access to everyone— product gets moved and some product actually went missing. It's an honour system and no check on who goes in and out, or whether anyone shuts the door properly – which was also a problem. This is a food storage area and if it's not controlled, could result in food deterioration, which does not bear thinking about. Festvale provides a committee person to be there to control the cool room.

We will look into what we can do on this issue. Containers are getting harder and harder to get.

Brian Connolly - Riverside Lions (Site 934) had an update of equipment which re-directed some of the site issues we had. Did have an issue with another caterer only 50m away from us – which was too close (caterer at craft N67).

We try to scatter caterers around so they are not too close, but will look at this for next year.

Hillwood FC. – had some issues –

- (a) Power – every year we have tripping out problems (this year ordered a 3-phase and an extra 15a.) We run a cool room, chippers etc out the back, 2 bain marie's and draw a lot of power. Would it be possible for catering sites to have more power?

We are now looking at upgrading the power and put in more 3-phase.

- (b) There were some caterers using polystyrene packaging.

This is brought up at the caterers meeting – but the ones using polystyrene aren't reading the literature. It will take a couple of years for people to catch up and get the message.

- (c) Tool site behind us who thought they had more room than they did and they were trying to crib room from us and were quite intimidating. They were doing the same to their neighbouring site.

Please call the Exhibitor Manager if you have those sorts of problems. They don't have the right to approach you on this – call the Exhibitor or Operations Manager to come to your site to sort out anything like this.

Anne Brown, Coffee Glorious Coffee – tool place running forklifts over our site.

They got in on a cancellation - If and when we get cancellations, we have a look through the waiting list and a week before Agfest we are limited as to who can have product and be up and running in time. It may not be core agricultural, but we try to fit the most appropriate product in if there is a last minute cancellation.

Mobile Cafe Central – had a good Agfest. Had a waste bin in the van and although Veolia didn't want to empty it, they did.

Optometrist Assoc – we have testing equipment (cameras etc) and everyone is aware the site gets cold and damp through the night. Unless we have a north facing site, we lose about an hour in the morning to get the condensation out of the cameras.

Put the reason on your application form why you want a north facing site.

Yeonsoon Bourke, Australian Honey Products – was there any ventilation in U/Taste?

We did replace some of the roof spinners but it is a tin shed and difficult to keep the condensation down at that time of year.

Coffee Glorious Coffee – couldn't contact the milk supplier – the contact details in the information book were incorrect .

We didn't realise the milk vendor had changed and it took a lot of chasing around to find out who it was – we now have the correct details.

Alan Barr, Roberts – is the committee looking at permanent structures on the site. Is that something you would reconsider?

An approach would need to be made to the Property Management Committee saying what you want to do and they would consult us. It is the policy to keep away from permanent sites where possible, to enable rotation of sites and keep the field days fresh.

Cassie Harwood – Webster Trucks. Suggestions with Safety vests – we had quite a number of people needing them, is it possible to either –

- have a purchasing station near the entrance
- purchase them with your tickets
- or set up a hire station where people can pay a bond and fee and not purchase.

We will look at this issue at Brainstorming

Charlie Crocker, Diamond Garden Tools –

- (a) what is the chance of acquiring the same site next year? I was over by 4x4 track last year and this year was on the other side. People come looking for me.

We work on a rotation system and move people around for a different look. You can request to be in the vicinity (and state why) then we take that into account when doing allocations.

- (b) A potential exhibitor with fresh Water Pearls didn't get in, can you advise what is the selection criteria.

We need to know what the product is about so need photos. From a craft perspective we request samples or photos so that we can make an informed judgement on your product. The Coordinators change over every couple of years and the incoming coordinator may not know you or your product so your application is to be as informative as possible.

- (c) Re Parcel Pickup – the best one I've come across is from Tocal (NSW) – they give the customer a tag with a number – another section of the tag goes on the product down to the gate.

We are looking at ways to improve the system

- (d) Can we have some more toilets – as a single trader it is difficult being stuck in a queue.

Pat Darbyshire, Lifestyle Gardens – good year except for rain. We had a heap of young kids coming up for Yellow Brick Road and it seems there are lots of young people out there we want to go into horticulture. Mr. Darbyshire suggested a competition to enhance 'Yellow Brick Road' by giving a word to all the YBR exhibitors which the kids have to collect and make up a sentence. Providing a prize always creates more interest.

Thank you again for participating at Agfest. If you think of anything else you want to add, please send us an email and it will be taken on board.

Rural Youth Office: admin@agfest.com.au

Chairman: chairman@agfest.com.au

Exhibitor Manager: exhibitors@agfest.com.au

Operations Manager: operations@agfest.com.au

Meeting closed at 4.30pm