



# SPI NEWS

July, 2022 / Vol 1

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## Welcome back SPI News!


SPI News has been brought back to life as an initiative of the SPI Marketing & Events Sub-Committee with the support of the SPI Board of Directors.

The aim of SPI News is to provide our valued members and partners with important updates on a quarterly basis, in between editions of the SPI Magazine.

We welcome submissions for content for SPI News and also appreciate constructive feedback as we work to improve engagement with our stakeholders.

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# A NOTE FROM OUR CHAIRMAN



Greetings SPI Community,

Welcome to Vol 1 SPI News.

The SPI brand continues to display enduring strength emulating from our superior product - Speckle Park beef.

I reflect on some of the recent SPI successes and continue to admire the passion of our leadership group, members, the curiosity of the public toward the breed, and the interest of the commercial sector driven from heterosis results across their breeding stock.

This first addition of SPI News underscores all of this. Thank you to our Marketing & Events Sub-Committee for this initiative and we trust this news becomes a value-add to your operation.

At the mid-point of the year and the spring sales ahead of us, we can be proud of what has been achieved over the past six months. Some of the headlines include completion of the ILROnline tutorial video, onboarding our Member Services Officer (MSO), and establishing a strong rapport with our service providers and International Speckle Park Breed Associations. All this in the interests of enhancing the members opportunities to register, transfer and breed genetically advancing cattle.

We are excited by the Youth programs and the generation of young leaders who share the same passion we do, and often inform us in exciting new ways of marketing and educating.

Our desire as a board is to strategically grow and develop initiatives which enable our members to learn and participate, and ultimately focus on the commercial vitality of the breed in the marketplace. We do this in the spirit of community and to this end we trust you enjoy SPI News Vol 1.

Kind regards  
Mitch Warrener  
SPI Chairman

## MEET YOUR SUB-COMMITTEE MEMBERS

### Marketing & Events

Steve Atkins (Chair)  
Stacey Jones  
Tania Paget (Sec)  
Carl Young

### Board Liaison

Sarah Forsyth

[marketing@specklepark.org](mailto:marketing@specklepark.org)

### Technical

Anne Cover  
Nick Endres (Treas)  
Naomi Hobson  
Jared Littlefield  
Phil Meade (Chair)  
Tim Weller (Sec)

### Board Liaisons

Tim Bell  
Mark Constable

[technical@specklepark.org](mailto:technical@specklepark.org)

### Youth

Steve Atkins  
Taleah Bell  
Mikayla Hamilton  
Troy Heburn  
Belinda Humphries (Sec)  
Claudia Humphries  
Georgina Kedzlie  
Sophie Worth (Chair)

### Board Liaison

Robbie Clark

[youth@specklepark.org](mailto:youth@specklepark.org)

### RAS Sydney

Tim Bell (Chair)  
Matt Black  
John Ellis  
Claudia Humphries  
Vaughan Jones

### Board Liaisons

Tim Bell

[rascommittee@specklepark.org](mailto:rascommittee@specklepark.org)

## Member Services Officer

### HEATHER APPS

Monday to Thursday 8:30am - 1:30pm  
commencing 18 July 2022

Contact details to be notified on website in due course

*Please make Heather feel welcome as she transitions into this vital role with SPI*

**WELCOME  
TO THE TEAM!**

Heather will be working across a multitude of member services such as ILROnline, understanding where to find forms, how to complete tasks suitably before issuing to our service providers, the process steps for DNA transfers, and much more.

Heather brings over 25 years' experience in breed society and agricultural administration, commencing her career at the Agricultural Business Research Institute in Armidale where she worked across Breedplan and breed society management roles.

During 4 years in Rockhampton, Heather developed contract management services for a number of cattle societies and a dairy co-operative.

Heather has a lifelong interest in animal production, having been brought up on a mixed farm near Wagga, NSW and has an honours degree in Wool and Pastoral Science from the University of NSW.



*Save the Date*

**22 October 2022**

**Speckle Park International Limited**

**ANNUAL GENERAL MEETING**

**Melbourne, VIC**

**Venue: TBA**

*Formal notification to be issued in due course*

*You're invited!*

# EKKA SOCIAL DINNER

INCLUDING FUNDRAISING AUCTION

**Norman Hotel**

**7pm - Friday, 5 August 2022**

Hosted by the Marketing & Events Sub-Committee at Brisbane's Worst Vegetarian Restaurant - where Speckle Park beef won last year's 'Battle of the Breeds'.

All welcome - including non SPI members. However, to maximise the opportunity of having everyone together, we request that attendees have a connection to Speckle Park cattle or associated interests.

For the purposes of booking, please RSVP advising the number of attendees by texting 0438 386 092.

**RSVP by 20 July 2022**

Attendees are responsible for their own expenses.

## FUNDRAISING AUCTION



Friday, 5 August 2022  
During Ekka Social Dinner



### RAISING FUNDS FOR SPI PROMOTIONAL RESOURCES

*Live auction on-site*

*Lots kindly donated including:*

*Embryos  
Semen straws  
Beverage packages  
& more!*

*Pre-registration not required,  
phone bidding accepted from  
approved parties.*

*Full details of auction lots to  
be listed on SPI Facebook  
page prior to auction together  
with auction terms.*

# *Sydney Royal* **EASTER SHOW**

**Beef Cattle Feature Breed**

*Speckle Park*

**2 - 10 April 2023**

**ATTRACTIVE PRIZES ON OFFER**

*start preparing your cattle*

**Working High-Level Timetable\***

<b>Sun 2 - Tues 4 April 23</b>	<b>Stud cattle and steers bump in</b>
<b>Wed 5 April 23</b>	<b>Youth classes</b>
<b>Thu 6 April 23</b> <b>*official opening day*</b>	<b>Youth classes continued, beef cattle judging, general steer classes</b>
<b>Fri 7 April 23</b>	<b>Speckle Park Feature classes STUD CATTLE AND STEERS</b>
<b>Sat 8 April 23</b>	<b>Speckle Park Function (off-site)</b>
<b>Sun 9 April 23</b>	<b>Championship Judging</b>
<b>Mon 10 April 23</b>	<b>Bump out</b>

***Stay tuned for further detail as it comes to hand!***

*\*Program subject to change as event planning progresses*

# WIN!

## What is in a name?

That which we call our newsletter,  
by any other name would be as informative...

### HELP US FIND A UNIQUE NAME FOR SPECKLE NEWS AND WIN!

Speckle Park cattle are unique and dynamic - the name of our newsletter should reflect the essence of our breed.

Send your name suggestion to [marketing@specklepark.org](mailto:marketing@specklepark.org) by Friday, 19 August 2022. If your name suggestion is chosen, you will win an SPI merchandise pack and a 1/2 page advertising spot in the next edition of the SPI magazine.

Winner will be announced on the release of the next edition of the newsletter. If more than one entry is submitted for the winner name, the prize will be awarded to the submission made first in time.

## SPI Magazine Cover

### Photo Competition

We are on the hunt for a attention grabbing photo of a single animal or a group for the next edition of the SPI Magazine. To enter, please email your photo with the subject line 'Cover Photo' to [marketing@specklepark.org](mailto:marketing@specklepark.org) by 17 Aug 22. In addition to the prestigious cover spot, the winner will receive an SPI merchandise pack and a 1/2 page advertising spot in the next edition of the magazine.

\*In submitting your photo for the Photo Competition you warrant to SPI that you own the rights to the photo & irrevocably consent to SPI using the submitted photo for promotional purposes as it sees fit which may not include a photo credit.



# FOOT AND MOUTH DISEASE



Foot and mouth disease (FMD) is a very contagious viral disease that affects cattle, sheep, goats and pigs with significant and detrimental impacts for animal health and industry. On 5 July 2022, the Indonesian Government confirmed an outbreak of FMD in livestock in Bali.

The Australian Government has increased its border protection measures to prevent the spread to Australia however, as members of the cattle industry, it is important we are aware of what to look for. Signs include:

- fever, drooling and reluctance to move in cattle, pigs, sheep, buffalo, deer, camelids and goats; and
- blisters on the mouth, snout, tongue, lips or between and above the hooves; blisters may be intact or ruptured, exposing raw, painful tissue.

If livestock exhibit any signs consistent with FMD, it must be immediately reported to a local veterinarian or the Emergency Animal Disease Watch Hotline on 1800 675 888. Early detection and reporting will provide the best chance of Australia being able to contain and eradicate FMD.

As a not for profit organisation, developing mutually beneficial relationships with like-minded parties is critically important for the advancement of SPI. Together with the Board, the Marketing and Events Sub-Committee have commenced preparing the SPI Sponsorship Packages for 22/33.

Opportunities will include 2022/23 Sponsorship Packages as well as Supporter Packages specific to the Sydney Royal Easter Show Feature Breed program.

As we work to grow both SPI and the Speckle Park breed, we welcome your input and assistance in connecting us with potential partners. If you are interested in partnering with SPI or know of an organisation that shares consistent purpose and vision to SPI, please get in contact with the Marketing and Events Sub-Committee to discuss further.

We greatly appreciate your help toward us advancing all things Speckle Park.



## SPONSORSHIP PACKAGES



*"I always wondered why somebody didn't do something about that. Then, I realised I am somebody."*

*Lily Tomlin*

## **DID YOU KNOW?**

### **Studbook Photos**

You can add a photo of your animal to its studbook listing for a small fee of \$6.60.

### **Director Nominations**

Notice calling for nominations for the election of directors will be given shortly, in accordance with the Constitution. If you would like to nominate, or be nominated, for a director position, you should begin preparing now.

### **ILROnline**

A very helpful instructional video detailing how to use ILROnline can be found under the 'Resources' tab on the SPI website.

### **Calendar of Events**

You can have details of your upcoming event included in our Calendar of Events by emailing the relevant details to [marketing@specklepark.org](mailto:marketing@specklepark.org).

### **Sub-Committee Members**

There are still positions available on various sub-committees. If you are passionate about the breed and SPI, we would love to welcome you to the team.

### **Tissue Samples**

A thorough guide on how to take tissue samples can be found under the 'Resources' tab on the SPI website.



# ADVERTISING COSTS

Detailed Advertising Proposals available. Contact [marketing@specklepark.org](mailto:marketing@specklepark.org) to place your booking by 31 August 2022



Ad Size	Dimensions	Price (inc GST)
1/8 page	94 x 64mm	\$165
1/4 page	185 x 67mm	\$330
1/3 page	185 x 90mm	\$440
1/2 page	185 x 135mm	\$660
Full page	210 x 297mm	\$1,000
Outside back cover	210 x 297mm	\$1,300
Inside front cover	210 x 297mm	\$1,200
Inside rear cover	210 x 297mm	\$1,100
Double page	210 x 297mm	\$1,700

## Education Days

The Speckle Park Youth Committee are putting together three action packed education days to increase the knowledge of our youth and spread awareness of the Speckle Park breed.

- Victoria - 30th April
- Queensland - 1st October
- New South Wales - 26th November



Washing - Fitting - Feeding - Leading - and Much More!

More information on our Facebook Page @SpeckleParkYouth

# SPI STRATEGIC OBJECTIVES

The SPI Board and Sub-Committees are dedicated to delivering on each of the established strategic objectives and will continue to report on progress made for the benefit of SPI, its members and the Speckle Park breed.



*Increase promotion of purebred animals to preserve & market the breeds premium qualities*



*Pioneer a shift across the breed from a focus on colour to carcass*



*Enhance marketing & communications to ensure they are effective, timely & targeted to enable greater end to end engagement & participation [from breeder through to consumer]*



*Address genetic disorders (specifically GH) to ensure breed sustainability*



*Optimise & simplify administration processes for members*



*Increase performance recording to enable growth across diverse beef market sectors*



*Establish member support structures which increase participation and engagement across the association*



*Embed international partnerships through establishing structured communications focussed on data sharing, positioning for growth & enabling easier genetic exports*



*Become early adopters in promoting environmental impact reductions*



*Develop talent and succession planning for SPI leaders of the future, to enable ongoing success*

# CALENDAR

*of events*

*Details subject to change - confirm with relevant parties prior to event*

*Refer to SPI Website for most up to date Calendar*

**2022**

**Jul**

21	Brisbane Ekka Prime Beef	Judging and Sale	Silverdale sale yards
30	Oakey Creek Speckle Park	Open Day	Manilla, NSW On property

**Aug**

1	Brisbane Ekka Stud Beef	Steers - Judging	Brisbane Exhibition Grounds
4	Brisbane Ekka Stud Beef	Speckle Park - Judging	Brisbane Exhibition Grounds
4	Speckle Park International	Casual gathering - drinks and nibbles	Brisbane Exhibition Grounds - Beef Cattle Pavilion
5	Speckle Park International	Ekka Social Dinner	Norman Hotel
13	Oakey Creek Speckle Parks	Bull & female Sale	Manilla, NSW On property and via Elite Livestock Auctions
19	Sunny Dale Speckle Park Stud & Panorama Farms Speckle Park	Next Gen Speckle Park Sale - Bulls, females & genetics	Tamworth, NSW On property and via Elite Livestock Auctions
27	Dorrroughby Speckle Park, Pinnacle Park Speckles, Adelson Speckle Park & Beth Vide Speckle Park	Dorrroughby Invitational Sale - Bulls, females & genetics	Westbrook, QLD On property and via Elite Livestock Auctions

## Sep

2	Minnamurra Speckle Park	Bull sale & F1 females	Coolah, NSW On property and via AuctionsPlus
3-10	Adelaide Royal Show	Judging	Adelaide Show Grounds
7	Black Diamond Speckle Park	Northern Impact Inaugural Sale - Bulls	Ag-Grow Complex, Emerald, QLD - On site and via Elite Livestock Auctions
10	Rob Roy Speckle Park, Deeargee Speckle Park & Hadleyvale Speckle Park	Rob Roy Inaugural Sale - Bulls, females & genetics	Gulgong, NSW On property and via Elite Livestock Auctions
10 (CAN)	Consignor - Underhill SPECS	Future FWD Speckle Park Sale - Females, pairs & genetics	Canada - online via <a href="http://www.fargatetimeductions.ca">www.fargatetimeductions.ca</a>
17	Multi-vendor	Speckles in the Capital Sale - Bulls, females & genetics	SelX, Yass, NSW On site and via Elite Livestock Auctions
22 - 2 Oct	Melbourne Royal Show	Judging	Melbourne Show Grounds
24	Ivery Downs Speckle Park	Spot on the Money Sale - genetics	Online via Elite Livestock Auctions
24 - 1 Oct	Perth Royal Show	Judging	Perth Show Grounds

## Oct

1	Speckle Park International Youth SC	Education Day	Dorroughby Speckle Park Westbrook, QLD
15	Wattle Grove Speckle Park	Annual Bull Sale	Toowoomba, QLD On site and via Elite Livestock Auctions
19 - 21	Hobart Royal Show	Judging	Hobart Show Grounds
22	Speckle Park International	Annual General Meeting	VIC - TBA

## Nov

4	Multi-vendor	Multi-vendor Speckle Park Infused Sale	Shepparton, VIC On site and via Elite Livestock Auctions
5	Multi-vendor	Southern Success Sale - Bulls, females & genetics	Shepparton, VIC On site and via Elite Livestock Auctions
10	Legends of the Future (see below)	Pre-sale viewing and events	Hillville, NSW On property
11	Hidden Valley Beef, Notta Ranch, BigWig Speckle Park & cons.	Legends of the Future Sale - Bulls, females & genetics	Hillville, NSW On property and via Elite Livestock Auctions
26	Speckle Park International Youth Sub-Committee	Education Day	Gotcha Speckle Park Dumaresq Island, NSW

## 2023

### Mar

2	Te Mooi Speckle Park	The Performance Sale - Bulls, females & genetics	Londrigan, VIC Onsite and via Elite Livestock Auctions
31	JAD Speckle Park	5th Annual Sale - Bulls & females	Yeoval, NSW On property and via Auctions Plus

### Apr

2-10	Sydney Royal Easter Show	Speckle Park feature breed classes and events	Sydney Show Ground
12	Multi-vendor	Blueprint Opportunity Sale - Bulls, females & genetics	Pine Lodge, VIC On property and via TBC
22	Multi-vendor	Scone Speckle Park Sale - Bulls, females & genetics	Scone, NSW On site and via TBC
28	Alinjarra Speckle Park	Annual Sale - 50 Bulls & 50 females	Hernani, NSW On property and via Elite Livestock Auctions

### May

TBC	Black Diamond Speckle Park	Diamonds Are Forever Sale	TBC
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### Oct

6-7	Hillview Speckle Park	Online Timed Auction - Bulls, females & genetics	Via Elite Livestock Auctions
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