



Annual General Meeting - Minutes

Meeting date **24 MARCH 2023**

Meeting time/location 11.30 am

Confidential

1. Financial Members Present

Mr AM Hardy (Chairman)
V Altmann, MC Arnold, BTM Ashby, TE Ashby, TRS Baker, RD Battams, CA Bennett, DR Bettcher, MC Blenkiron, FA Brake, GR Brand, AG Burgess, WR Burgess, RJ Butler, TSG Buxton, MB Camac, T Camac, RP Coleman, MLJ Cooper, DH Copping, OF Croser, MJ Doecke, TJ Donaldson, JG Duncan AM, AR Duncan, WH Duncan, PJ Elkin, SJ Fahey, PT Fanning, N Feeney, RW Fewster, HC Findlay, G Follett, KH Follett, G Fuller, JVE Gosse, AM Hardy, LH Hart, RR Hart, RF Haynes, AR Hentschke, MN Hill-Smith, RJ Hunt, LC Jenkins OAM, P Karytinios, GA Klatt, J Kuys, PL Laffer AM, MD Llewellyn, AJ Lock, BJ Lush, D McCauley, BF McFarlane AM, RJ McFarlane, EM McGee, K McIntyre, J Middleton, DR Mutton JP, SG Nicholls, BC Octoman, G Octoman, B Parker, DM Pettman, AM Piggott, G Piggott, R Pincombe, KE Porter, AJ Potter, JC Radcliffe AM, FTSE, DN Read, SFJ Reidy, JW Richards, LC Richens, WJ Rowett, SJ Ryan, IB Sanders, C Sayer, G Schulz OAM, JE Schutz, ED Scott, MJD Scott ASM, OAM, WA Seppelt, DR Shannon, TL Shone, MP Siebert, CA Smith, KD Stables, LM Stapylton, CJ Thompson, GL Trengove, AAT Walsh, CK Wandel, HM Wells, VC West, PE Withers, RJ Wright and JF Ziesing OAM

2. In Attendance

A Ford, H Herbst, K Holthouse, R Klar, J Philp, L Silva, WM Rayner (Chief Executive) and KH Freund (Executive Assistant)

3. Welcome

The Welcome to Country was given.

The Chairman welcomed Members, Councillors, Honorary Councillors and staff present at the meeting and extended a special welcome to Mr Geoff Edwards from BDO Australia.

4. Apologies

Councillors

PJ Bradley, RW Burdon, PO Button, BA Cay, AS Daniel, LJ Day, FL Donald, BJ Draper, R Evans, A Fletcher, MD Fullgrave, MC Gale, JS Hall, NM Hallion, DJ Hubbard, GP Hyde, SJ Kay, KJ Laurie, RL Liebelt, CL Liebich, TW Linke, BW Mahomet, FJ McEvoy, G Pacitti, AS Pacitti, AL Robinson, EK Shaw, PP Smith, RL Snewin, AN Wadlow, DP Wilson, NS Wittwer, FJ Young,

Honorary Councillors

JS Ayers, BJ Beaumont, KA Bennett, HJ Bone, AL Bone, TW Bowden OAM, RA Bowyer, GPC Day OAM, IB Digby OAM, DW Fechner, RL Fiebiger, RG Fishlock, DW Freer, RJ Hedger, TG James, RA Jenssen, CE Lienert OAM, JH Lloyd, AJ Michael, AS Murray, TM Ranford, MF Robertson, PK Seppelt, MK Smart, CJ Tindall RFD, LL.B., GR White, AC Wilson, IL Young, JW Young,





Honorary Life Members

CM Downer, RT Walsh AM,

Members

C Knezevic

5. Minutes

Minutes of the the Annual General Meeting held on 25 March 2022, which had been circulated, were taken as read and confirmed.

Moved: MN Hill Smith

Seconded: MB Camac

6. Annual Report of the Society - including reports from Society officers, income statements, balance sheet and Auditor's Report for the year ending 31 December 2022

The Chairman presented a précis of the reports as published in the 2022 Annual Report:

“The 2023 Royal Adelaide Show really was South Australia’s biggest reunion. It was exhilarating to see farmers catching up again at the Adelaide Show in 2022, exhibitors living out their passions, and thrill-seekers enjoying the carnival rides after three long years, care of the pandemic. For my first year staging a Show as President, I couldn’t have been happier with the event’s success.

Over the nine days, the Show attracted a crowd of 446,960, just shy of the five-year average of 453,311 – a fantastic result considering the ongoing community uncertainty around the pandemic, and the economic challenges impacting many sectors.

Despite the slight drop in attendance, overall revenue from ticket sales increased by 33% against 2019. Enticing offerings saw attendees stay on-site longer too (north of seven hours), with the average spend per head increasing by 20% compared to 2019.

A highlight was definitely the entertainment program – with the state government injecting \$500,000 into the program, we were able to stage the largest fireworks display in the Show’s history. This was choreographed to live music and accompanied by a didgeridoo player. Six stages were also part of the live entertainment, showcasing a variety of South Australian performers.

Meanwhile, the diversity and quality of the food and beverage offerings was well received by Showgoers, with total catering revenue increasing by 32%. Many exhibitors from the Taste SA Pavilion reported some of their best days of trading ever. Other commercial exhibitors, including carnival and showbag operators, reported record-breaking trade too.

The Yellow Brick Road showbag remained a hit with families. This sold out on the Show’s penultimate day, with 18,000 bags snapped up. This initiative continues to be a great way to showcase local food producers.

Also as popular as ever were the agricultural displays and interactive exhibits, including the Golden Grains display and BankSA Farmyard Nursery. It was great to see a three-year Memorandum of Agreement for the delivery of the Learning Centre signed with the Department of





Education and Urrbrae High School too. Visitors will be able to do everything from watch sheep-shearing to hold baby animals there for years to come.

It was great to see the new horse precinct used by competitors for the first time. The recently developed Adelaide Showground Caravan Park was successfully transformed for the event, and the feedback from exhibitors has been glowing. Minor refinements in 2023 will further enhance the experience for competitors.

Giving back to the South Australian community is, of course, central to the Society. And in 2022, we provided more than 4500 complimentary Show tickets to charities, community groups, and new citizens. The Show Society Foundation also continued its support of youth pursuing agricultural careers through the state Rural Ambassadors program, the Junior Heifer Expo, the Rural Media Awards and many others.

Elsewhere at the Showground, the events team did a remarkable job, despite 2022 starting off with some uncertainty and the vaccination hub still operating until June. A multitude of events were staged on-site while the team adapted to the most recent government restrictions. Where possible, events were shifted into the latter half of the year, which saw back-to-back events from July onwards. This momentum has continued right into 2023, seeing major festivals and exhibitions back on the calendar.

A key driver in the improved profit for the Society has been the return of events to the Showground, along with the 2022 Show result and the grant from the federal government received early in the year.

In other news, the State Basketball Centre development is progressing well and on track for completion in May – well in advance of the 2023 Show. The new space is an extension of the Wayville Sports Centre, which will see the courts increase from three to seven.

Finally, I'd like to take this opportunity to thank former chief executive John Rothwell for his dedicated service to the Society over the past 27 years. What an outstanding tenure – and no easy feat throughout the pandemic and the return of the Show. We commend him on his incredible leadership. John has since handed the baton over to Will Rayner, who within his six months in the role, has already shown that the Society is in capable hands. His experience, dedication and passion for the organisation will no doubt ensure continued success and growth for the RA&HS for years to come.

The 2022 financial result reflected the Society's solid recovery after several years of challenge brought about by the COVID-19 global pandemic.

Operating profit for the year indicated a return to pre-COVID operating levels with revenue from the Royal Adelaide Show and external events accounting for 69% and 21% of total income





respectively. The 2022 Royal Adelaide Show benefited from a strong crowd, and both length of stay and spend per head above expectations. Commercial exhibitors, showbag operators and amusement rides operators all reported excellent trading.

The Society continues to operate with a conservative balance sheet setting, and maintains strong support from its financiers.

The Society continues to be managed using sound financial strategies that reflect the low-risk appetite of the Board and its Members. This allows the Society to fulfill its Charter and maximise its contribution to the success and promotion of Primary Industries in South Australia through the staging of events and rewarding excellence.

Finally, on behalf of the Royal Agricultural & Horticultural Society Board, I would like to thank our staff, sponsors, volunteers, committee members, exhibitors and media partners for their support in 2022.”

Moved: AM Hardy

Seconded: MP Siebert and carried.

7. Appointment of Patron

The Chairman informed the meeting that as the Governor of South Australia, Her Excellency the Honourable Frances Adamson AC had accepted her appointment as Patron for the term of her office, it was not necessary to formally elect her as Patron at this meeting.

8. Election of Sectional Committees

The Chief Executive declared that as no qualifying nominations had been received for Council by 24 February 2023, all current Councillors had been re-elected for a further term to the next AGM in March 2024.

9. Resolutions

On the recommendation of the Executive Committee, that the following be appointed ex-officio members of the Council for the ensuing 12 months.

- For the Agri Food & Commerce Committee
 - Ms Catherine Sayer, representing Food SA
- For the Art, Craft, Cookery & Technology Committee
 - Mrs Vivienne West, representing Crafting in South Australia
- For the Beer & Cider Committee
 - Ms Vanessa Altman representing Cider Australia
- For the Dairy Products Committee
 - Mrs Karen McIntyre, representing the Dairy Industry Association of SA
- For the Diverse Farming Committee
 - Mrs Kerry Porter, representing the Australian Alpaca Association (SA Branch)
- For the Dog Committee
 - Mr Brian Parker, President, representing Dogs SA
- For the Horticulture Committee
 - Mr Des Bettcher, representing the Orchid Club of SA
 - Mr Mark Doecke, representing Citrus Australia – SA Region



- Mr Vido Cappelletto, nominated by TAFE SA
- For the Wine Committee
 - Dr Tony Robinson, representing the Australian Wine Research Institute

On the recommendation of the Executive Committee, that the following be appointed ex-officio members of the Council for the ensuing 6 months.

- For the Horticulture Committee
 - Mr Grant Piggott, representing Fruit Producers SA

Moved: AM Hardy
Seconded by: BC Octoman

10. Appointment of Auditor for 2023 Accounts

Mr Michael Siebert moved that the firm of BDO Australia be appointed to conduct the audit of the Society’s financial accounts for 2023.

Seconded: TJ Donaldson and carried

11. Any other Business

The Chief Executive pointed out that the Society has public relations strategies in place for dealing with the media and the pressure on prices. Management has been setting prices for upcoming the Show, and the aim is to adjust behaviours through pricing. Gate ticket prices have been set at a higher premium to pre-purchase price than in previous years to encourage a patron shift to pre-purchase and reduce reliance on gate ticket facilities. Pre-purchase prices for weekdays have been set with an increase below current inflation rates with the aim to shift attendance further into weekdays by creating a discount value option. Pre-purchase prices for weekends have been increased further to acknowledge the value to patrons to attend on a weekend and again to develop a shift to weekday attendance. Even though the Society is a not-for-profit organisation it needs to make profit but needs to invest it straight back to maintain and improve the site.

12. Meeting closed

The President thanked all members for attending and their support given to the Society and declared the meeting closed at 11.45 am.

CONFIRMED:

Chairman

DATE _____

