

Agribusiness **DAIRY BUSINESS** OF THE YEAR

Keeping you ahead of the game

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2012 COMPETITION ACTIVITIES and TIMELINES

- 1 December–2 March:** Competition advertised in The Australian Dairyfarmer and promoted via sponsors websites and via press releases. Sponsors staff encouraged to promote the competition to their clients. Helpdesk free phone 1800-733 759 for participants to use if assistance with completing entry forms required. On farm assistance is also available for a small fee (dependent on time and distance).
- 2 March:** Competition entries close. To enter farmers need to complete the equivalent of one page of information and enclose this with a copy of their 2010/11 Annual Accounts. Standard entry fee is \$325 plus GST (discounted if Red Sky analysis previously completed for 2009/10 or if a Westpac Agribusiness client).
- 6 May:** Completion of farm performance data processing and Red Sky reports mailed to farmers. Participants will have been contacted by phone or email on any issues that need clarification.
- 18 May:** Finalists selected for all prize categories. Top 4 participants based on return on capital will be finalists, followed by the top 2 participants in each of the prize categories. Total number of finalists is expected to number 18-20. Westpac Agribusiness Managers will value the properties and complete a photographic record of farm
- 25 May:** Second year of farm performance data processed (2009/10). This is to confirm consistency in business performance.
- 4 June:** Winners to be selected for all prize categories by Associate Professor Bill Malcolm of Melbourne University and an experienced Westpac Agribusiness Manager. The key judging criteria is Return on Capital; other factors to be considered include profit per hectare, cost of production, milk production per hectare, pasture harvest per hectare, cost of feed, labour efficiency and core cost structure.
- 13 June:** The Australian Dairyfarmer to commence profiling the finalists.
- 20 June:** Dairy Business of the Year Seminar and Awards Dinner to be held in Melbourne with all winners announced at Awards Dinner. Seminar to comprise 3-4 main presenters. Seminar and Awards Dinner cost estimated at \$150-\$160 plus GST.
- 21 & 22 June:** Retreat for finalists at a location TBA within an hour of Melbourne CBD. This will provide the finalists and sponsors an opportunity to mix with experts in business performance, sharing their experiences, and developing friendships that could last a lifetime.
- September - October:** Six field days held on winners farms.

For further details, visit www.redskyagri.com/dboy-aus or call us on free phone 1800-733 759

