

Westpac

DAIRY BUSINESS OF THE YEAR

Keeping you ahead of the game

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2011 COMPETITION ACTIVITIES and TIMELINES

- 1 December–11 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).
- 11 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 2009/10 Annual Accounts. Standard entry fee is \$285 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.
- 13 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 17-20. Westpac Agribusiness Managers will value the properties and complete a photographic record of farm
- 23 May:** Second year of farm performance data processed (2008/09). This is to confirm consistency in business performance.
- 30 May:** 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.
- 22 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.
- 23 & 24 June:** Retreat for finalists at the Mansion Hotel & Spa at Werribee Park. This will provide the finalists 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. These field days will combine themes of dairy business excellence with Dairy Australia project work.

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

