



**UPPER CLUTHA
A&P SOCIETY**
SINCE 1933

Chair & General Manager Report

AGM - September 11th, 2024

It is pleasing to be able to report another successful year both financially for the Society and also in terms of future plans driven by our strategy.

Key highlights of the 2024 Wānaka A&P Show are:

- Attendees: 43,760
- Profit (before extraordinary items): \$246,949.
- Net profit after building proposal cost write-off: \$174,943.
- Cash invested: \$1,485,421.
- Paid to community group/sports club for services: \$37,916.
- Entries
 - Livestock: 1,577
 - Fleece: 265
 - Home Industry: 1,533
 - Exhibitors: 513

All these very positive outcomes would not have been possible without the time and effort of a wide variety of volunteers who made our show a success.

Following the 2023 AGM, we convened a relatively new board, with four new members joining two existing members. It is pleasing to report we have a very committed, capable, and collegial board with a particular focus on ensuring the ongoing success of the Upper Clutha A&P Society.

We acknowledge the contribution made by Martin Paterson, both as a board member and leader of the Fleece section, who stepped down after the balance date. We have recently welcomed Mike Elliot to the Board, having been appointed by the committees unopposed.

We have previously telegraphed our strategy review with the four pillars of creating opportunities, protecting our place, celebrating success and brand reputation; these strategic pillars are about ensuring the future success of the A&P Society.

To increase returns on cash reserves, we have invested in a managed fund with Milford Asset Management rather than holding cash at the bank. This is a long-term view; with any such investment, there will be volatility, but historical long-term returns have been favourable.

To build on the show's excellent reputation it has established, we undertook a brand refresh to create consistency and leverage across the society's activities.



Given our strategic direction to generate income from our cash reserves to re-invest in the Upper Clutha rural, we decided not to pursue constructing a new building given our lease precludes us from generating income from such a facility and the reality we only use the building for two days per year. We are currently seeking approval to renovate the exterior of the existing building and improve the office facilities.

We have developed a strong working relationship with the QLDC and Upper Clutha Rugby Club as we work collectively to enhance “our home”. We have applied to the QLDC to refurbish the exterior of our building, and we look forward to a new fence being installed around the perimeter of the showgrounds in the near future.

We are conscious that we operate in a challenging economic environment, and customers expect new and exciting experiences. As we hold gate, entry, and exhibitor fees, costs continue to increase. Given our limited space to hold the show, our challenge is how we adapt and get smarter to optimise our usable space to manage margins and deliver a quality show.

The New Zealand Fine Wool Supreme Fleece competition was a spectacle, with 236 fleeces exhibited by 57 exhibitors. The future Merino Section will now be titled the ‘National Supreme Merino’. The associated prestigious trophies were relocated from the Canterbury A&P Show, and we are honoured that they have allowed us to carry on their long history.

It is encouraging that Sheep, Cattle and Boer Goat exhibitors are still showing in this changing farming marketing climate. It is up to us to be innovative, keep our existing competitors, and encourage new exhibitors.

The Junior Handler Competition in the Cattle Section boasted 23 herds persons, with the Dog Trialists running 59 dogs.

Equestrian showing is facing challenging times now; however, we are always looking at ways to make this section have a point of difference with other shows. In 2025, we will introduce the ‘Leisure Horse Section’, which will cater to riders who do not show but would like an opportunity to display their skills.

The 2024 Show saw the introduction of the very popular ‘Farmyard’ and reimagined Rural Village hosting the woodchoppers, farriers and shearers.

The public appreciated the reintroduction of the ‘tearoom,’ and the bike parking facilities were a timely addition to our free park-and-ride facility.

Trade exhibitor attendee feedback appreciated the strong communications and clear procedures. The trade awards were presented to Jessica Flora, Catalyst Performance Agronomy and The New Zealand Merino Company.

Some trade exhibitors requested site groupings, so some subtle changes, including layout and zoning, have been introduced for 2025.



The management team continues to work within the Society's strategic plan and vision. We endeavour to enhance the offerings to ensure our visitors, exhibitors, and competitors have a great experience. We strive to innovate by introducing new and interesting attractions for all.

Our messaging has improved considerably, and we have a robust marketing and communications plan for the year ahead. We aim to increase our membership with a new package, which will also build our databases.

What's new for 2025?

Agri Exchange

The Agri Exchange is a hub for products and services, emphasising rural community development, leadership capability and innovation, situated amongst your clients' go-to sites.

Local Larder

The Local Larder will champion artisan produce, think craft gin, local wines and delicious cured meats and cheese. A variety of food and drink-related entertainment will be featured on the demonstration stage within The Local Larder.

Members Marquee

Many of you will be pleased to hear that members will have a specific ringside area to relax. Refreshments and food will be available for purchase.

We are conscious of the cost of bringing young families to the show. Our U5 zone, now known as the Plunket Playground, caters to the babies by providing changing and feeding facilities. We will provide free face painting and games for the toddlers, e.g., giant bubbles and a bouncy castle. The second zone is an area for the primary school children. The Ferris wheel and ride will be an area which will cost around the \$5 mark, face painting, and a shaded area with picnic tables.

As a major event, we are moving to become as sustainable as possible within the available options existing in this area. A list of guidelines has been created for hospitality, including food/coffee vendors and sustainability initiatives, which are woven into trade applications.

Finally, the Society and Show is about people, volunteers, committee members, attendees, exhibitors, and competitors. Our focus is on retaining the premier show position by innovating, remaining relevant and being a great community contributor. To achieve all those objectives requires passionate people at all levels, which we are grateful to have, particularly from the management team, who are the interface with all the people who contribute to our success – thank you.

Keith Cooper
Board Chair

Jane Stalker
General Manager