



Southern Grampians
SHIRE COUNCIL

Hamilton Regional Livestock Exchange Advisory Committee Meeting

28 February 2022

Martin J Hynes Auditorium
5 Market Place, Hamilton

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1. MEMBERSHIP

Councillor Mary Ann Brown (Chair)
Councillor Greg McAdam
Mr John Wyld (Independent member)
Mr David Byrd (Independent member)
Dr. Scott Williams (Independent member)
Ms Marg Scanlon (Council Director Infrastructure)
Ms Sabina Chapagain (Council Administration Support)

Michael Gobel: Guest consultant

2. WELCOME AND INTRODUCTION – CHAIR

Councillor Brown welcomed the group members to this inaugural meeting of the Hamilton Regional Livestock Exchange Committee.

Introductions;

John Wyld: Beef and sheep producer both locally and in Gippsland, 10 years Chair of AuctionsPlus, Board Member for both Meat and Livestock Australia and MLC. John declared a conflict of interest as John's son manages a software product which is a direct competitor to Outcross (which is in use at HRLX).

David Byrd: UK dairy farmer, Deputy Chair of the Bio-security ID Committee, David declared a conflict of interest as a family member works at HRLX.

Michael Gobel: Consultant engaged by Council in 2017/2018 to undertake the HRLX review resulting in Bringing it home for HRLX. Finance and economic background, local government Director of Economic Development and private sector experience.

Cr Greg McAdam – Local farmer, wool grower and classer, former HRLX Advisory Committee Chair, HRLX employee in excess of 20 years.

Cr Mary-Ann Brown – Sheep property, strategic focus, Regional Councils Committee Member.

3. APOLOGIES

Dr Scott Williams

4. REVIEW COMMITTEE CHARTER

Discussion and agreed changes to the Draft Charter to include;

- Remove reference to Board and replace with Committee
- Amend composition to 2 independent members and 1 Councillor

- Include: Chair is the Official spokesperson for the Committee.

It was noted that some meetings will include confidential information to which Committee members are required to manage accordingly.

Any conflicts of interests in relation to agenda items or points of discussion are to be raised.

5. BACKGROUND

Discussion led by Michael Gobel and cross referenced to Bringing It Home for HRLX document as distributed to the Committee.

Why consider future options for the HRLX?

- change within the industry broadly from local government management now to private sector which is proving to be strong/profitable (eg Palisade).
- Paddock to processor (process),
- Online platforms: AuctionsPlus, less logistics and cost for farmers
- Fees for Agents: trends of stock number influence the sale trends, cattle heading into feed lots, HRLX fighting for less cattle, cropping more significant in the region.
- It is more than just the income; need to acknowledge the community asset and stakeholder interests.
- What do the buyers think? Opportunity to consider engagement with current and potential stakeholders. (Note: 2018 engagement was undertaken with buyers).
- AuctionsPlus: not without issues, what is the assessment process of stock purchased, complaints and/or refund process. How does this work?
- Opportunity for new ideas:
 - o link HRLX for on-line sales market
 - o Sale day considerations
 - o Victorian Livestock Exchange offers a full service with no agents involved, sales to bulk billing
- What is other potential uses for the HRLX facilities?
 - o Machinery sales
 - o Field Days/Events
 - o More opportunities beyond sheep
- Marketing:
 - o Lack of advertising generally for HRLX
 - o Summer is a quitter period which presents an opportunity for media
 - o Consider radio
 - o Potential to contract media/comms services

6. RECRUITMENT

Further consideration required for the recruitment of the remaining Independent Member positions.

7. MASTER PLAN

Action: Review master plan to be on agenda for next meeting

8. FUTURE MEETINGS

Tuesday 29 March 2022, 12.30pm – 3pm (Meet on site at HRLX for facility tour)

Tuesday 3 May 2022, 2pm – 5pm

Tuesday 31 May 2022, 2pm – 5pm

Tuesday 28 June 2022, 2pm – 5pm

9. OTHER BUSINESS

Actions:

- Final draft media release on inaugural Committee meeting to be shared
- Define roles and responsibilities for the HRLX staff and agents
- Land/options in the surrounding region
- Contact list of stakeholders (including the buyers)
- Fees and changes over the past 3-5 years
- Sale through put details for the past 3-5 years
- Total stock capacity within HRLX
- Information on the stock catchment area

10. Next Meeting

Tuesday 29 March 2pm.

Agenda: HRLX site visit and Master Plan review

11. Meeting Close: 5 pm