

Countryman
The voice of the bush since 1885

Gidgegannup Small Farm Field Day

June 6th 2010

2010 Prospectus



Experience
Gidgegannup
in the hills

MESSAGE FROM THE CHAIR

Experience Gidgegannup staged our inaugural Small Farm Field Day in June 2008. This was extremely successful and the success was repeated again in June 2009 with about 5000 people attending. Our third Field Day is to be held on June 6th, 2010 and we look forward to another successful day.

Our programme crammed with speakers and information on a wide range of aspects relating to small farms and sustainability has been received very well and in response to our survey last year we are introducing more talks and information targeted towards requests from our attendees. There will also be the ever popular visits to the Open Farms. Entertainment will also be provided in the Café area throughout the day and in the arena.

The livestock exhibits will be well represented with their knowledgeable owners eager to give out information and advice.

Objectives of the Countryman Gidgegannup Small Farm Field Days:

1. To promote the benefits of living and working on small land holdings.
2. To promote products and services that assist in sustainable and effective small land holding management.
3. To promote the products and services that are the result of the innovation of small land holders.
4. To provide opportunities for information and education on sustainable small land holding management.
5. To promote outer metropolitan communities, particularly the Gidgegannup experience.
6. To provide a fun and informative day out for families!

Benefits of Exhibiting

Being an Exhibitor at the Countryman Gidgegannup Small Farm Field Day brings many benefits:

1. Sales and developing contacts made on the day.
2. Benefiting from the promotion of the event pre, during and after the day.
3. An opportunity to undertake market research on your product or service.
4. Meeting and talking to others involved in agriculture and sustainable living initiatives.
5. Being part of a friendly and informative event that benefits our community - your clients.

We would like to thank our sponsors, who have given us such tremendous and ongoing support, our participants, our volunteer groups for their support and you the Exhibitor for coming along to take part in this exciting event. Book early to avoid disappointment.

Bill Blake

Chairperson

On behalf of the Experience Gidgegannup Small Farm Field Day Committee

CONTENTS

| | |
|-----------------------------------|--------|
| Welcome | 2 |
| Contacts and Information | 3 |
| Important Information | 4 |
| Conditions applying to exhibitors | 5, 6 |
| How To Get To Gidgegannup | 6 |
| Ground Space Schedule of Fees | 7 |
| Map & Site Layout | 8 & 9 |
| Food & Wine Pavilion Layout | 11 |
| Site Entry Form | 12, 13 |
| Radio Advertising | 14 |

All photos are © Remy Maassen.

Dates for coming years

| | | |
|---|-------------|----------|
| ■ | 2011 | 5th June |
| ■ | 2012 | 9th June |

Proudly Sponsored by



PORT BOUVARD LIMITED



Department of Agriculture and Food
Government of Western Australia



Countryman



city of swan

CONTACTS AND INFORMATION

Application Forms and Payments

General exhibitor applications must be returned **before May 6, 2010.**

Food and drink, including wine exhibitors must return their applications by **April 6, 2010** to allow time for appropriate licences to be obtained.

NO APPLICATION WILL BE ACCEPTED UNLESS IT IS ACCOMPANIED WITH THE FULL PAYMENT.

Early nominations are encouraged, as sites are limited.

Post nominations to:

Countryman Gidgegannup SFFD
PO Box 66,
Gidgegannup 6083
Phone: 0439 851 959
Fax: (08) 9574 7010
Email: experiencegidge@gidgegannup.info

Promotions

Sally Block (08) 9574 7065
Penny Morgan (08) 9574 7211
Phone: 0427 311 312
Email: experiencegidge@gidgegannup.info

Visit www.gidgegannup.info and click on the
“Countryman Gidgegannup Small Farm Field Day” link.



Bill Blake
Chairperson/
Open Farm Coordinator
9574 6424



Alex Halsey
Vice
Chairperson
9574 6855



Sally Block
Treasurer/Promotions/
Coordinator
9574 7065



Penny Morgan
Secretary/Promotions
9574 7211



Lyn Dahl
Grounds Manager/
Exhibitions Liaison
0439 851 959



Colin Howell
Livestock Coordinator
P/F: 9295 1743



Angela Bartels
Alpaca Sale Coordinator
0413 538 285

IMPORTANT INFORMATION

Accommodation

Gidgegannup

Lakeview Lodge B&B (08) 9578 3009
contact@lakeviewlodge.com.au
Talleringa B&B (08) 9572 9393
talleringa@bigpond.com
Kwaba Maya Country Retreat (08) 9574 6823
kwabamaya@activ8.net.au

Midland (25kms west of Gidgegannup)

Banksia Tourist Park (08) 9250 2398
Budget Motel Midland (08) 9250 2688
budgetmotel@firedream.net
Supreme Holiday Accommodation 0413 004 414

Toodyay (45kms east of Gidgegannup)

Freemasons Hotel (08) 9574 2201
Toodyay Farmstay (08) 9385 8824

Exhibitor camping

No camping will be allowed at the showgrounds prior to Friday the 3rd June or after Monday 7th June. All exhibitors intending to camp must gain prior approval from the Grounds Manager by contacting her on 0439 851 959.

Catering Arrangements

Breakfast on Sunday from the Rotary Caravan. Take away food can be purchased on Saturday night from businesses in the townsite
Food and drinks will be available from various locations around the grounds on the Sunday.

Public Services Available

Ambulance & First Aid: Contact Field Day Office
Lost Children: Sound Caravan located on main arena
Police: Contact Field Day Office
Fire Brigade: Contact Field Day Office
Telephones: Mobile coverage is available at the grounds and in the townsite.

Medical Facilities

A Doctor is available in Midland on Saturday and Sunday until 12 noon. After this time a doctor is available at the Swan Districts Hospital, Toodyay Rd, Middle Swan.
A chemist is available in Midland.
Ambulance/ First Aid is available by contacting the Field Day Office.

Personnel

2 personnel entry passes are included in the site costs. Each member of your team needs to present a gate pass. Additional passes are available at \$5 each and should be purchased when booking site. Passes will be posted out with site booking confirmation.

No pass – No Entry

No refunds will be made to exhibitors who cancel or do not present passes at the gate.

Program advertising

An official program of events will be prepared and advertising space in this may be reserved on the appropriate form at the back of this prospectus.

Field Day Radio Advertising

Advertising on the Field Day Radio station will be available for just \$75 per advertising copy and guarantees at least 4 presentations during the day of the event. Form for booking this and supplying copy are at the back of this prospectus and should be mailed asap to 88FM.

Photocopying and Facsimile

Gidgegannup Newsagency in the townsite offer a Photocopying and Facsimile service.

Electricity

Electricity will be available to some sites and must be requested on site booking form. No power will be provided unless requested and paid for on booking form. Power is supplied to corner of site, exhibitors require their own internal cables. Field Day committee will not be responsible for any damage to electrical equipment caused by fluctuating power or overloads.

Traffic on Grounds

No movement of exhibitor's vehicles on grounds between the hours of 8.30am and 5.00pm. Exhibitors on the main arena may move equipment from the rear of their site to the demonstration area and back again between the hours of 9am and 12 noon and 3pm and 5pm. No more than 2 vehicles are allowed in the demonstration area at any one time. All vehicles in demonstration area must travel in a clockwise direction.

Sharing of Sites

Any sharing of sites must be clearly stated on site booking form. This is to help direct enquiries if necessary and so all exhibitors can be included in the program. There is a \$50 administration fee.

Road Signage

No signs to be placed at any entrance to the grounds or along the road edges.



CONDITIONS APPLYING TO EXHIBITORS

Exhibitors need to ensure that all personnel on their site are aware of the conditions listed here.

The following Terms and Conditions shall apply to all exhibitors (“exhibitors”) and usage of the site shall be deemed an acceptance of these Terms and Conditions.

The site fee for exhibitors is as per the Ground Space Schedule of Fees.

1. Exhibitors will be provided with the following:
 - a) Use of the said site allowed by the Experience Gidgegannup Committee for the period of the Small Farm Field Day including any setup and take down time as agreed between the parties.
 - b) reasonable power access to meet detailed needs in accordance with applications.
2. Exhibitors will be responsible for all property and items within their allocated site.
 - a) The exhibitor agrees and releases Experience Gidgegannup for any liability where items belonging to the stall holder or third party are left unattended before, during or after closing time of the Small Farm Field Day.
 - b) The exhibitor shall be responsible for any insurance in relation to their property or any third party within their allocated site.
3. Exhibitors must have their own public liability insurance for an amount not less than \$5 million for any one event; covering against any occurrence attributable to the activities of any persons for whom they are directly responsible and produce a certificate of currency with their site booking form. Food/Wine exhibitors must also have products liability insurance for not less than \$5 million.
4. Entries must be received by no later than:
General exhibitor - May 6, 2010.
Food and drink, including wine - April 6, 2010
5. All relevant forms must be completed with as much information as possible about the proposed exhibit and exhibitors agree to promptly comply with any requests for further details. If sharing a site, this must be clearly stated on the site booking form.
6. If the committee should find it necessary to cancel or postpone the Field Day contracts shall cease to operate upon notice to that effect, and the committee shall not be liable for any compensation or refund to exhibitors.
7. Experience Gidgegannup will not be required to refund any monies paid to them due to:
 - a) Any failure by an exhibitor to appear at the 2010 Small Farm Field Day.
 - b) Cancelling *less than 2 weeks* prior to the event.
8. Cancellation must be received in writing.
9. **Each type of entry is subject to scrutiny by the committee prior to acceptance and the committee has the right to grant, refuse or apply conditions to any entry without being obliged to give reason.**
10. All exhibitors must be ready to be operational no later than 8.30am. All vehicles must be moved to a designated parking area as soon as unloading is finished and no later than 8.30am.
11. All exhibitors must be operational between the hours of *9.00am and 4.30pm*
A penalty will be incurred to any exhibitor leaving prior to the conclusion of the field day.
12. All exhibitors must have staff in attendance at their stall and/or exhibition for the duration of the event.
13. No public address systems are to be used and exhibitors are not allowed to hand out any promotional material or erect posters anywhere other than their own site.
14. No raffle tickets are to be sold during the event without prior approval from the committee.
15. No alcohol that is to be used for personal consumption is to be brought onto the grounds. Exhibitors bringing wine onto the grounds for promotional purposes must include this on their site booking forms.

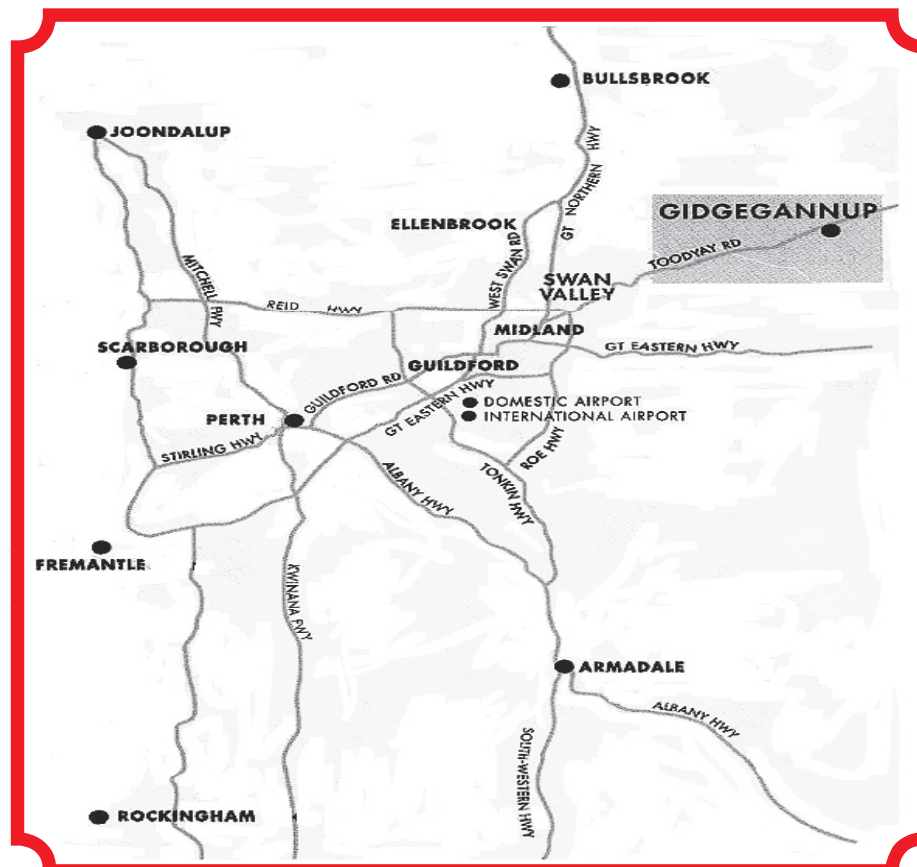
NO APPLICATION WILL BE ACCEPTED UNLESS IT IS ACCOMPANIED WITH THE FULL PAYMENT.

Early nominations are encouraged, as sites are limited.

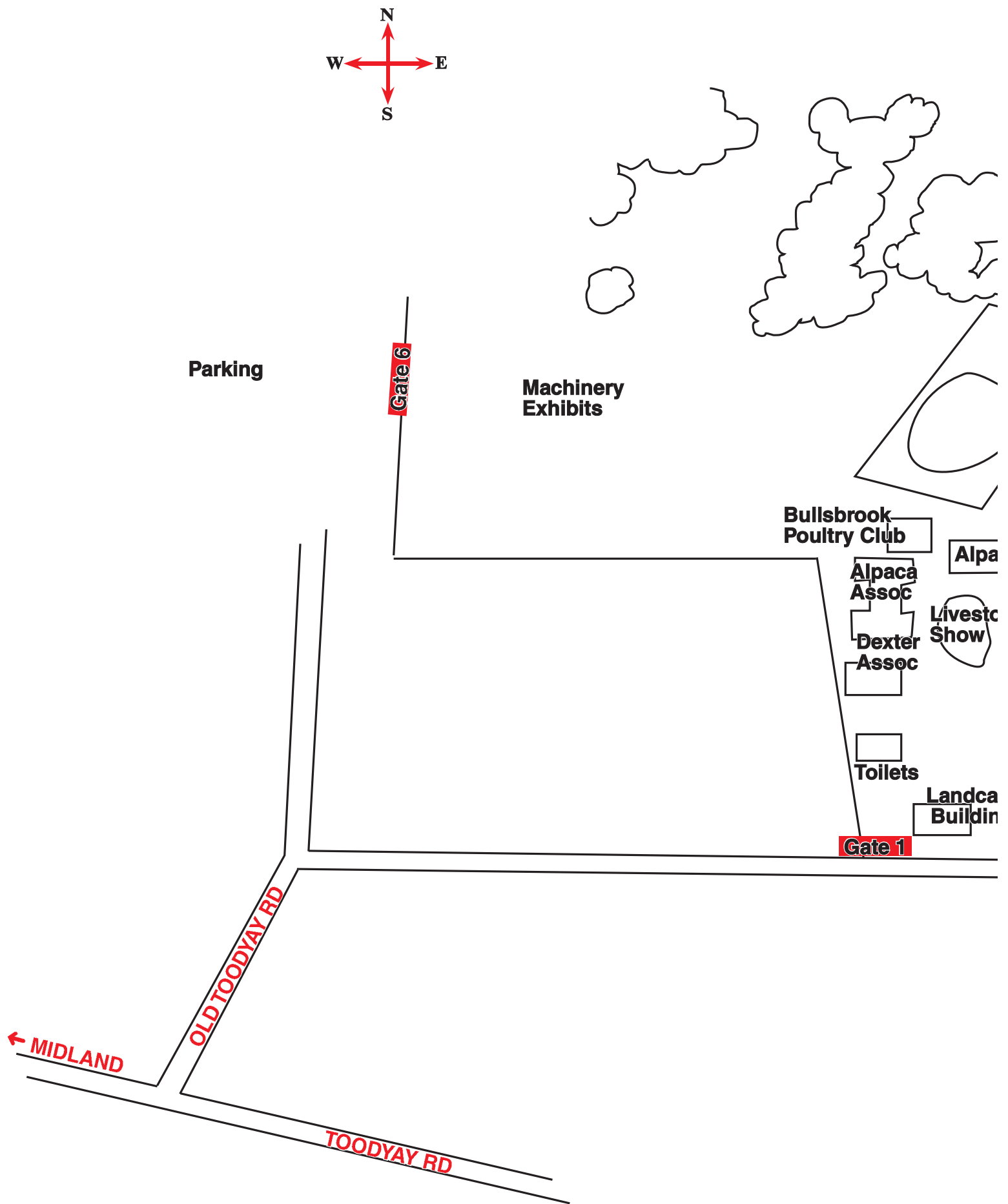
CONDITIONS APPLYING TO EXHIBITORS

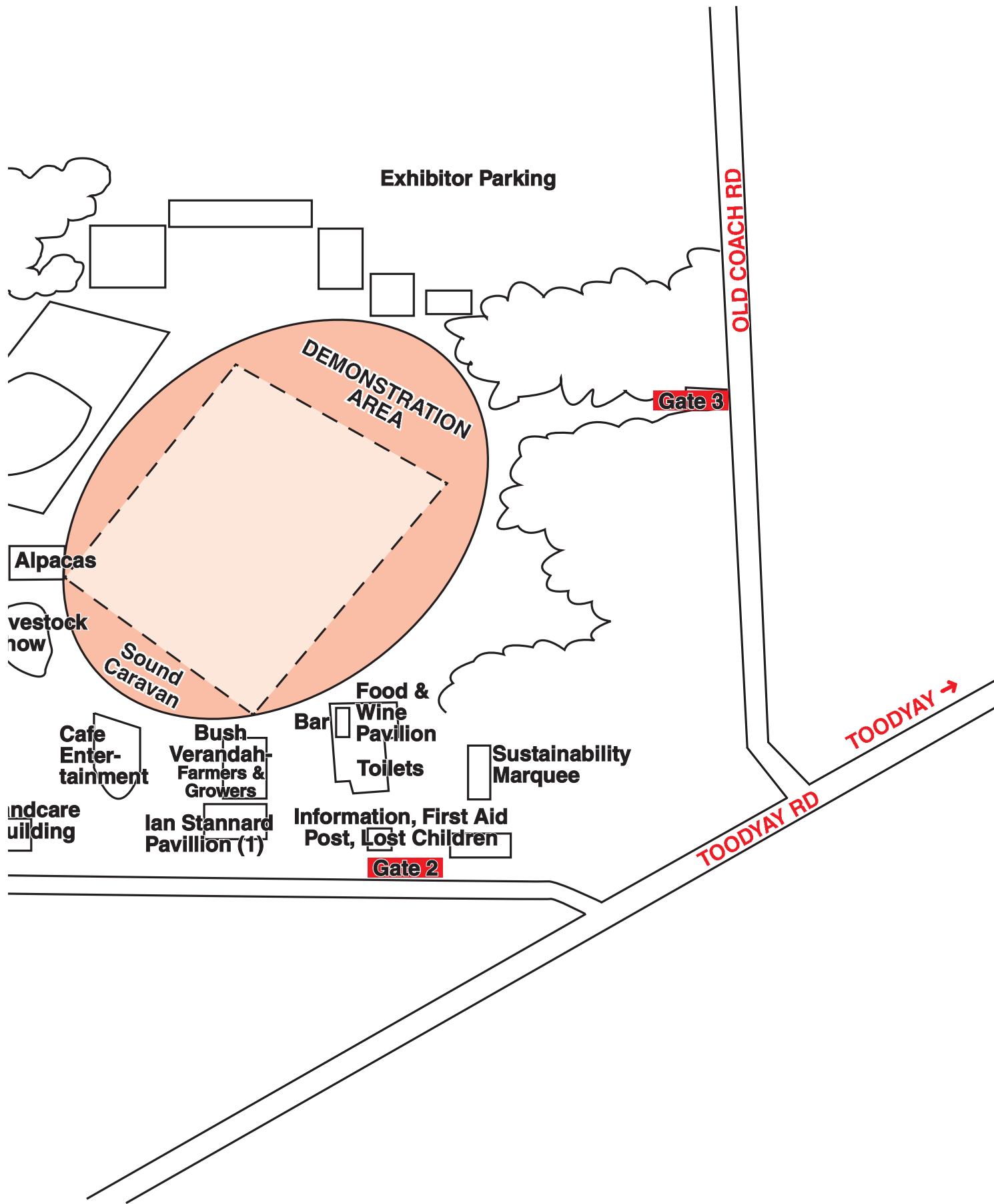
16. Electricity will be available to some sites, but will not be available unless requested on site booking form. The use of urns, heaters or electric cooking facilities are discouraged due to overload problems.
17. All machinery and equipment entering the showgrounds must be cleaned prior to bringing onto the showgrounds and must be free of weed seed, pests or diseases. Equipment and goods that have been in contact with horses must be cleaned in accordance with Horse Equine Influenza guidelines.
18. No grain, seeds or hay are allowed to be brought onto the grounds. Exhibitors wishing to bring in agricultural products of this type must first gain approval from the committee. Exhibitors will need to advise the committee of their strategy for containing any spillage of hay, seed and grain materials. In consideration the committee will only accept hay products that are confirmed as being free of Annual Rye Grass Toxicity (ARGT) and have minimal weed contamination. Meadow hays will not be accepted.
19. Site allocations will be determined by Experience Gidgegannup, taking into account exhibitors requests and any appropriate grouping of exhibits. The allocation of sites by Experience Gidgegannup will be final and in its absolute discretion.
20. The exhibitor may not provide free promotional products or services where those products and services conflict with sponsors and/or other applicants and businesses in the Gidgegannup townsite.
21. Experience Gidgegannup may terminate the exhibitors participation forthwith where the exhibitor breaches the terms and conditions of this agreement and may require the exhibitor to remove its products and services immediately.

HOW TO GET TO GIDGEGANNUP

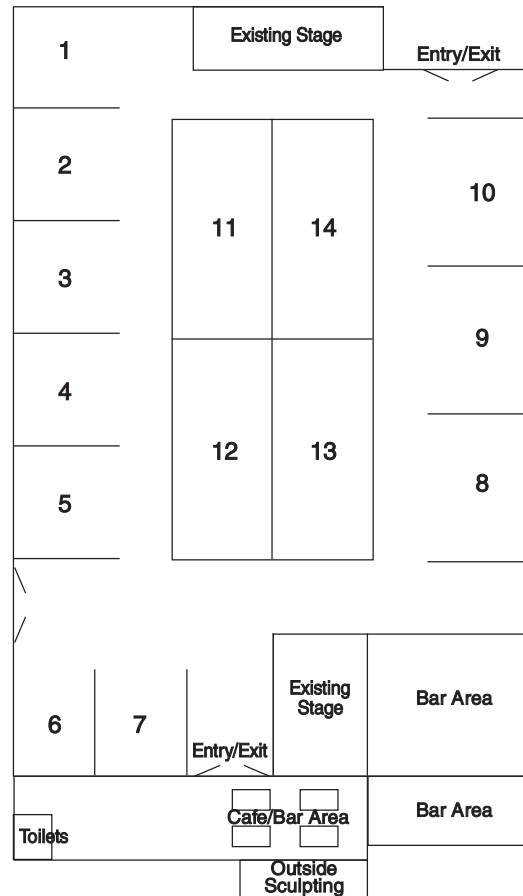


SITE MAP









FOOD & WINE PAVILION

DID YOU KNOW?

Exhibitor Breakfast:

Sunday 6th - 6am - 8am
Cooked Breakfast
Rotary Caravan

MARQUEE INFORMATION

3m x 3m marquees can be hired by exhibitors in the General grounds or Machinery areas for an additional cost of \$180 which includes erect and dismantle costs. Please contact Sally Block (08) 9574 7065 if you would like to book a marquee.

Countryman Gidgegannup Small Farm Field Day Prospectus & Gate Program are published by



A major Sponsor of the Countryman Gidgegannup Small Field Day. For all your Field Day advertising and promotion, contact the Field Day marketing experts on:

Telephone: (08) 9482 3306
Facsimile: (08) 9482 3324
E-mail: ros.oliphant@wanews.com.au



SITE ENTRY FORM

Site Requirements

(Please tick the appropriate box/s for the preferred site location/s)

Food and Wine Pavilion

3m x 2.5m bay @ \$220

General Ground Space

3m x 3m bay @ \$175

3m x 4.5m bay @ \$250

3m x 6m bay @ \$325

Oval Perimeter

5m x 6m (marquee) @ \$250

5m x 10m bay @ \$320

10m x 10m bay @ \$370

Machinery Display Site

5m x 5m bay @ \$220

5m x 10m bay @ \$270

10m x 10m bay @ \$320

10m x 20m bay @ \$370

Total site fees \$

All prices are GST inclusive

Bush Verandah

3m x 3m (limited number) @ \$55

Extras Required

| | No. | \$ |
|--|----------------------|----------------------|
| Extra Exhibitor Passes @ \$5 | <input type="text"/> | <input type="text"/> |
| Number of trestle tables required @ \$20 | <input type="text"/> | <input type="text"/> |
| Number of chairs required @ \$5 | <input type="text"/> | <input type="text"/> |
| Power Supplied @ \$80 | <input type="text"/> | <input type="text"/> |
| TOTAL EXTRAS | \$ | <input type="text"/> |

Will you be exhibiting liquid or food products? Yes No

If yes, describe the products that you will be exhibiting

Do you require a liquor licence for your stall? Yes No

TOTAL FEES DUE

| | | |
|------------------|----|----------------------|
| Site Fees | \$ | <input type="text"/> |
| Extras | \$ | <input type="text"/> |
| TOTAL | \$ | <input type="text"/> |

A booking confirmation will be posted to you which will include a Tax Invoice/Receipt.



SITE ENTRY FORM

General exhibitor applications must be returned before the May 6, 2010.
Food and drink, including wine exhibitors must return their applications by April 6, 2010.
NO APPLICATION WILL BE ACCEPTED UNLESS IT IS ACCOMPANIED WITH THE FULL PAYMENT.
No late nominations will be accepted and early nominations are encouraged, as sites are limited.

Business Trading Name

Contact Person

ABN (if applicable)

Mailing Address
 Postcode

Business phone Number Fax Number

Mobile Number Email

Description of Display

(For listing in official program – to 35 words.)

Site Sharing Details (including contact details)

Agreement

As an authorised exhibitor representative I have read and agree to comply with Exhibitor Terms and Conditions as stated on page 6-7 of this Prospectus.

Name Date / /2010

Signature

All prices are inclusive of GST

Post nominations to:

**Countryman Gidgegannup SFFD
C/- Lyn Dahl
PO Box 66, Gidgegannup WA 6083
Mobile: 0439 851 959
Email: experiencegidge@gidgegannup.info**

RADIO ADVERTISING

Advertising highlights your products and services directly to the visitors at the show, there is no wastage. It reminds the visitors that you are there waiting to be of service to them. On location FM radio advertising is the most cost effective form of advertising available.

Field Days FM advertising is available to you for just \$75.00* and guarantees at least four presentations.

Please fill in all details on this form and clearly type/write in your copy in the centre section (preferably double spaced). A Tax Invoice and Receipt will be sent when money is received

FM radio advertising booking

Name of Exhibitor

Postal Address

Telephone Number () ABN

Payment Included: \$.00 for 1 or more sets of copy *each copy is \$75.00

To avoid disappointment in obtaining FM radio advertising time please complete this copy sheet as soon as practical and post it back to:

ANDY TYNDALL - 88FM
Ph: (08) 9295 0045 **205 Patrick Place**
Mob: 0438 564 201 **Mundaring WA 6073** **Email: 88fm@westnet.com.au**

Please make cheques payable to **Dunderhead Productions**

Copy



Some hints on advertising

- Start with an innovative 'headline' or opening sentence featuring the word 'you' and minus of silly or 'sic' humour
- Highlight the features and benefits of your product that will interest the buyer and not necessarily that which will interest your ego.
- Finish off by saying the name of your product, your company name (as it appears on the field day) and your stand number (if you know it at the time.)

Countryman

THE VOICE OF THE BUSH SINCE 1885

- **PUBLISHED: MAY 27th 2010**
- **BOOKING DEADLINE: FRIDAY, 7th MAY 2010**
- **MATERIAL DEADLINE: GLOSS WED 12th MAY, 2010**
- **OTHER PAGES WED 19th MAY, 2010**

Countryman Gidgegannup Small Farm Field Day

The Countryman Gidgegannup Small Farm Field Day continues to grow, attracting more exhibitors each year and more visitor's to one of WA's most popular small farm expos.

This is your chance to be a part of a great event and advertise your products to the State's growing band of new landholders. Countryman will publish the OFFICIAL Gidgegannup program inside the paper's My Block magazine on May 27, 2010

Through the West Australian Newspapers, the field day program will also be inserted in the following papers: Busselton Dunsborough Times, Augusta Margaret River Times, Manjimup Bridgetown Times, Albany Advertiser, Narrogin Observer and Great Southern Herald. That's a print run of more than 30,000 copies. No other rural media organization can offer you that market saturation. Book TODAY to avoid disappointment.

Advertisement sizes

| | | 4 Colour | Editorial Support | |
|------------------------|------------|-------------|-------------------|--------------------------|
| FULL PAGE GLOSS | 25 x 18 | \$1,700.00* | 350 words + pic | <input type="checkbox"/> |
| FULL PAGE | 25 x 18 | \$1,400.00* | 250 words + pic | <input type="checkbox"/> |
| HALF PAGE VERTICAL | 25 x 8.8 | \$865.00* | 150 words + pic | <input type="checkbox"/> |
| HALF PAGE HORIZONTAL | 12.3 x 18 | \$865.00* | 150 words + pic | <input type="checkbox"/> |
| QUARTER PAGE | 12.3 x 8.8 | \$540.00* | 100 words + pic | <input type="checkbox"/> |
| EIGHTH PAGE HORIZONTAL | 6 x 8.8 | \$300.00* | | |

*Rates above less \$100 site rebate

Official Program Gidgegannup Small Farm Field Day Booking Form

Company:

Address:

Ph: Fax:

Email:

Authorised by: Date:

Complete this form and email or fax (08) 9482 3324

ADVERTISING REPRESENTATIVES

| | | | |
|-----------------------|----------------|--------------|---|
| Stephanie Shepherdson | (08) 9482 3302 | 0417 189 808 | stephanie.shepherdson@countryman.com.au |
| Janet Malone | (08) 9482 3306 | 0408 909 600 | janet.malone@countryman.com.au |
| Timothy McDougall | (08) 9482 3331 | 0407 427 823 | tim.mcdougall@countryman.com.au |
| Stefan Giuffre | (08) 9482 3553 | | stefan.giuffre@countryman.com.au |
| Helen McManus | (08) 9482 3319 | 0434 325 532 | helen.mcmanus@countryman.com.au |

Official Program 2010

See you at Gidge '10

Countryman

The voice of the bush since 1885

Gidgegannup Small Farm Field Day prospectus and official program are published by Countryman, a major sponsor of the event.

For all your field day advertising and promotion, contact the field day marketing experts on:

Telephone: (08) 9482 3302

Fax: (08) 9482 3324

Email: stephanie.shepherdson@countryman.com.au



Experience
Gidgegannup
in the hills