




**Peter Westblade Memorial
Merino Challenge
2012 - 2014**

SPONSORSHIP PROSPECTUS



*“Your chance to be part of
AUSTRALIA’S largest commercial
Merino genetic evaluation.”*

PETER WESTBLADE 1949 - 2008



Peter Westblade (pictured above) was born in Lockhart, NSW and left school at age 16 and established himself by buying his grandfather's 400 hectare farm with 10 per-cent deposit and 90 per-cent borrowed money.

Working in the shearing sheds to help meet the repayments, he went on to build that initial purchase into the 'Pastora' property of today, covering nearly 2,800 hectares running 3,700 breeding ewes.

Not only was Peter a far-sighted, innovative and successful stud Poll Merino Breeder; he was also an inspiring sheepclasser, a mentor to many and a champion of worthy causes.

His involvement in sheep breeding began in the early 1970's when he identified his desired traits for a profitable sheep many years ahead of the industry.

Peter Westblade was passionate about breeding profitable sheep. Being a strong supporter of a balanced approach to all things, his legacy lives strongly amongst those who had the fortune to know such a great man and through the Peter Westblade Memorial Merino Challenge.

Peter Westblade's son Tim and his wife Rachel now continue the dedication and passion for Merino's and the management of 'Pastora'.

ABOUT THE PETER WESTBLADE MEMORIAL MERINO CHALLENGE

Australia's largest ever commercial evaluation of Merino genetics The Peter Westblade Memorial Merino Challenge (PWMMC) 2012-14 will commence at Temora, NSW with 60 teams of 30 wethers from participants in South Australia, Victoria, New South Wales and Tasmania.

Continuing on the success of the previous Merino Challenge 2010-12, the PWMMC 2012-14 will continue to assist Merino breeding enterprises make more informed decisions on their Merino genetics.

The PWMMC has two components consisting of a Meat Challenge and Wool Challenge. The meat challenge is a new concept measuring commercially relevant carcase and meat traits.

The information and data analysis produced will show entrants and the wider sheep industry the financial gains that exist through high performance Merino genetics.

Entry to the Merino Challenge is open to any commercial breeders who are running self-replacing Merino types.

The PWMMC 2012-2014 is generously supported by Moses and Son Woolbrokers, Sally Martin Consulting, NSW Department of Primary Industries, Bluechip Livestock, Fletchers International and Riverina Wool Testers.

"This is the 5th Merino evaluation run by Craig Wilson and Associates that I have been involved with. The information and Reports produced have been extremely valuable to our business. We use the information to constantly benchmark our genetic progress. This gives us the confidence to know we are making the right decisions."

***David Glasson,
'Jimenbuen' Dalgety, NSW***

CHALLENGE CONVENOR

Craig Wilson, (pictured right) of Craig Wilson and Associates, Wagga Wagga has collected benchmarking data for the past ten consecutive years on more than 4,000 sheep run in evaluations at Wagga Wagga, Alectown, Warren, Taralga and Temora.

Craig Wilson and Associates is a Merino Genetic Consultancy business which provides services including sheep classing, ram selection using visual and objective techniques and utilising technologies such as AI and DNA testing.

Craig advises 60 Merino breeding businesses across Australia, these include some of the nation's largest and most influential breeders.

Craig has been a representative on the Sheep Genetics Advisory Committee and is currently the Australian Wool Innovation's appointee to the Merino Genetic Consultative Group.

Craig has worked on several merino studs including 'Boonoke' Deniliquin and 'Hazeldean' Cooma in management and marketing roles.

“The aim of the Merino Challenge is to demonstrate the relative productivity of a merino flock for economically important traits under equivalent conditions”.
Challenge Convenor,
Craig Wilson.



PWMMC IN THE SPOTLIGHT

Over the past ten years positive media attention has played a major role in promoting the Merino Challenge and raising the awareness of the value of objective information and benchmarking data to increase profits and make informed decisions.

Previous Merino Challenge's have featured in some of the nation's leading agricultural publications, newspapers and local television, listed below is some of the media coverage to-date;

- Australian Wool Innovation's - Beyond the Bale
- Kondinin Magazine
- RM William's Outback magazine
- The Land Newspaper
- The Weekly Times Newspaper
- Agriculture Today
- AAABG Conference (International)
- NSW DPI and SheepConnect updates
- Compass, Bayer Animal Health Magazine
- Prime News
- Win News
- The Southern Weekly Newspaper
- The Rural Newspaper
- and numerous regional newspapers.

NEWS HEADLINES

Genetics the key to Merino Profit
[The Land, 26 January 2012](#)

Merinos Top Westblade Challenge
[Agriculture Today, 4 August 2011](#)

Genetics Add \$40-plus
[The Land, 28 April 2011](#)

Temora holds the first shearing of the wethers
[Southern Weekly, March 2011](#)

Breeding a better Merino
[Temora Independent, 20 January 2012](#)

Entrants flock to Temora
[The Weekly Times, 20 February 2012](#)

Spotlight on the top Merinos
[The Rural, 15 April 2011](#)

Wool Production Trial Underway
[WIN News, 8 April 2011](#)

Net profit per hectare up to \$964
[Kondinin Magazine, October 2011](#)

Trial Confirms the benefits of using Merino genetics
[The Weekly Times, 27 April 2011](#)

Westblade Merino Challenge
[Agriculture Today, 3 June 2010](#)

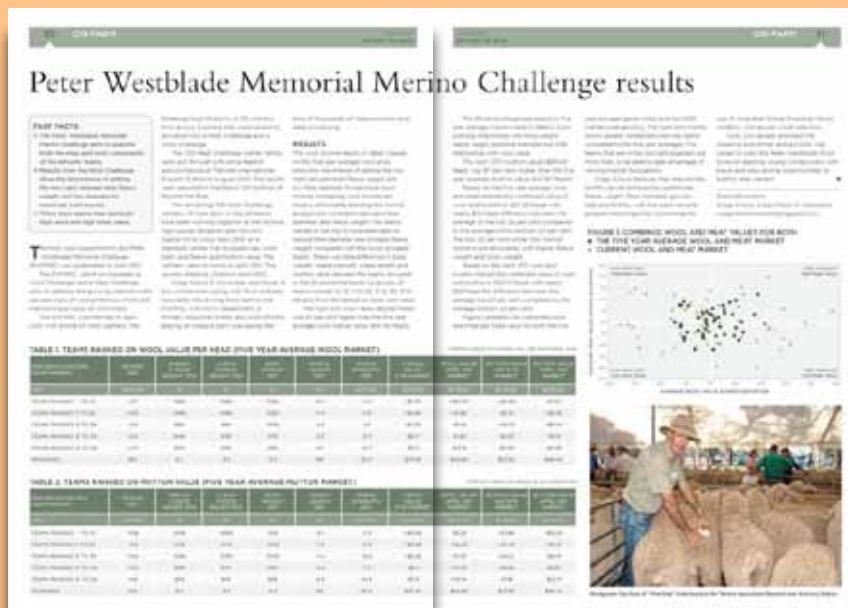
Australia's Biggest Wether Trial
[The Weekly Times, 29 September 2010](#)

Wether Trial Kicks Off
[The Land, 10 June 2010](#)

Challenge to find the best
[The Rural, 3 June 2010](#)

Quest for Quality
[Outback Magazine, 2006](#)

Genes help Wether Woes
[The Weekly Times, 11 March 2010](#)



Above: Article in Australian Wool Innovation's Beyond the Bale magazine, June 2011.

“Our Company runs large-scale sheep stations across NSW. Our involvement in the Merino Challenge assists us to quantify the genetic gains we are making”.

**Michael Field,
Managing Director
TA Field Estate**

PRICELESS RESULTS

The 2010-2012 Merino Challenge has shown the range in net profit from feeding merino lambs for meat and to grow wool can be **doubled** by using high performance Merino genetics.

Genetics and management is the key in merino sheep production, the range in net profit can be as much as \$40 per head. If you are running 3,000 sheep this equates to an additional **\$120,000 profit** per year.



Entrants at the 2010-12 PWMMC inspecting wethers prior to shearing.



PWMMC LOCATIONS

Location of Entrants

NSW: Alectown, Bigga, Merriwa, Tottenham, Tullamore, Trundle, Yass, Henty, Junee, Hay, Berrigan, Jerilderie, Lockhart, Mangoplah, Bombala, Dalgety, Cooma, Nimmitabel, Taralga, Murringo, Harden, Bethungra, Illabo, Young, Jugiong, Goolgowi, Temora, Carrathool, Stockinbingal, Grenfell, Cudal, Boorowa, Tallimba, Bowna, Wilcannia

VIC: Bairnsdale, Walpa, Glenorchy, Wedderburn, Berrimal, Fentons Creek, Caville

SA: Kapunda, Clare

TAS: Bruny Island

PWMMC 2012-2014 Wool Challenge, Temora Agricultural Research Station, NSW

PWMMC 2012-2014 Meat Challenge, 'Yarragundry West', Collingullie, NSW

Below: Site for the PWMMC 2012-2014 Wool Challenge, Temora Agricultural Research Station, NSW



WHY SUPPORT THE PWMMC?

By supporting the PWMMC your Company is greatly assisting the Australian sheep breeding industry to keep our position as the preferred global supplier of wool and sheep meat products.

Your support assists commercial Australian sheep breeders be more informed and productive and make great decisions.

NUMBERS

- The PWMMC is the largest commercial evaluation of Merino genetics in Australia. Sheep in the evaluation represent over half a million sheep run across Australia.

AWARENESS

- Your brand receives direct exposure across, South Australia, New South Wales, Victoria and Tasmania.
- National exposure across the wool growing regions of Australia.

PROGRESSIVE

- The entrants are Merino producers committed to performance testing and genetic evaluation – including some of Australia's largest wool growers!

UNIQUE

- The PWMMC aims to address the growing interest in carcass traits in young sheep whilst still maintaining a focus on significant wool traits.

OPPORTUNITY

- The PWMMC has successfully integrated finishing, key carcass and meat quality traits into the standard Merino wether trial and commercially demonstrates the massive genetic opportunities to the Merino Industry.

QUALITY

- Throughout the duration of the PWMMC numerous events and open days are held where opportunities are available to see first hand the data collection, measurement and results.

COMMUNICATE

- The PWMMC Report is distributed Australia wide. Open days and events enable networking with entrants, growers and some of the Merino Industry's leading professionals.

PASSION

- Honouring the late Peter Westblade, a true visionary, he epitomised the real Australian spirit of hard work, compassion and devotion to a cause. Peter sadly passed away in late 2008.

EVENT CALENDAR

2012

Full induction program
Temora, 10-11 April

Body weigh wethers
Temora, 25-26 April

E-Merino Challenge Update
June

Meat Challenge Field Day
Collingullie, 31 July

Meat Challenge Interim Report
Temora, 12 October

E-Merino Challenge Update
October

2013

Wool Challenge shearing
Temora, 7-8 April

Wool Challenge Data Presentation
Temora, 31 May

Preliminary Wool Challenge Report
May

E-Merino Challenge Update
June

Field Day
Temora, 20 September

E-Merino Challenge Update
October

2014

E-Merino Challenge Update
March

Final Wool Challenge shearing
Temora, March

Annual Dinner
Temora, March

Final Report
May

2014 - 2016

Proposed new Merino Challenge.

SPONSORSHIP LEVELS

As a sponsor of Australia's largest commercial Merino genetic evaluation you will be invited to all of the key events that are organised in 2012 - 2014. The PWMMC involves some of the most progressive and largest wool growing businesses in Australia.

Partnering with PWMMC provides you with a unique opportunity to deliver your message to a targeted audience at three levels: Locally, Regionally and Nationally.

If your organisation has a strong interest in wool and meat production, sheep genetics and/or sheep husbandry you should be interested in forming a strategic partnership with PWMMC.

The sponsorship prospectus allows your organisation to secure the best possible exposure to entrants and the wider sheep industry through a range of options for all budgets (**cash and/or in-kind**). If there are elements that you think would complement your marketing strategy but are not listed, just let us know.

Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
\$10,000 (gst incl)	\$5,000 (gst incl)	\$1,000 (gst incl)
<ul style="list-style-type: none"> Naming rights to shearing or meat challenge events. A customised presentation of the final merino challenge results and the key learnings by Craig Wilson at your choice of event. Complimentary trade display at final shearing event. Acknowledgement (logo) of sponsorship on all communications/promotional material. Two full page advertisements in Preliminary and Final Reports (500 copies each). Company presentation at Annual Dinner (10 mins). Acknowledgement in media releases and media interviews. Four complimentary passes to Annual Dinner. 	<ul style="list-style-type: none"> Fence display signs at Temora Agricultural Research Station on open days. Acknowledgement (logo) of sponsorship on all communications/promotional material. Complimentary trade display at final shearing event. A full page advertisement in the Preliminary and Final Reports (500 copies each). Acknowledgement in media releases and media interviews. Two complimentary passes to Annual Dinner. 	<ul style="list-style-type: none"> Fence display signs at Temora Agricultural Research Station on open days. Quarter page advertisement in the Preliminary and Final Reports (500 copies each). One complimentary pass to Annual Dinner.
All sponsors receive:		
<ul style="list-style-type: none"> Company logo on website with link to own website. Company logo on the bi-annual E-Merino Challenge email update. Copy of Preliminary and Final Reports. 		



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& associates
Great Decisions

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