

ASSOCIATES OF THE MOUNTAIN CATTLEMEN

NEWSLETTER No. 4, SEPTEMBER, 1985

ANNUAL GENERAL MEETING OF MOUNTAIN CATTLEMENS ASSOCIATION OF VICTORIA INC.

The Annual Meeting of the Association will be held on MONDAY, OCTOBER 7th 1985, at V.F.G.A., Farrer House, 24 Collins Street, Melbourne, at 10.30 a.m. and all Associate Members are welcome to attend. Following the Annual Meeting, the Central Council of the M.C.A.V. will hold its Meeting, and the Agenda includes the Associates Committee Report. Copies of this Report and Financial Statement will be included in the December Newsletter sent to all Associates shortly before Christmas. Any Associate Member who intends to go to the Annual Meeting on the 7th October should advise Sue Silvers, 03 859 3165 and are reminded that they are guests of the Association only, and have no voting rights.

THE BUSH DANCE

The Bush Dance was held at Berwick on June 29th and was a resounding success. Ticket sales were somewhat slow at first, but by the 29th six hundred were sold. Music provided by The Cobbers began at 8 p.m. and within minutes everybody was dancing and the Committee could see (to their relief) that the night was going to be a roaring success. Supper was delicious, savoury and sweet pancakes provided by the Pancake Kitchen, there was a monster never-ending raffle, and windcheaters, books, posters stickers etc. were sold. Sincere thanks must go to Keith and Anne Whittam who went to such trouble to make this night the success it was. They were assisted, among many others, by Jamie Mathieson, Brett and Geoff Sandman, wives and families. Profit from the night amounted to \$3,500. There were a few red and bleary eyes the next morning for cleaning up time, but it was all worth the effort.

BRIGHT AUTUMN FESTIVAL - Report by H. Ryder, North East Branch Secretary.

The 4th May, 1985 dawned bright and clear for the 25th Autumn Festival in Bright. The Festival has activities on every day and night for two weeks in Autumn of each year. On the last weekend of the Festival, a Gala Day is held with the main street closed to traffic.

In the morning, the street is full of crowds looking or buying at the many stalls. Others try their luck at the spinning wheels whilst some just enjoy the festivities. The afternoon is given over to a street procession.

The opportunities of Gala Day were too great to be missed. So the entrepreneurial members of the Cattlemen's Association got together T-shirts windcheaters, posters, stickers, Cobbers records and set up a stall. With the drawcard of L. Payton (a two year old Haitian) in a pink T-shirt, the

crowds soon converged on the stall. Apart from the sales, it was excellent public relations for the Association, as many of the purchasers/onlookers/enquirers were people from outside the North-East of Victoria, and included large numbers of South Australians. The North-East Branch would like to thank Robyn and Dennis Payton (Divot Ski Hire) for the loan of the stall (and of course Laura), Dave Roberts and Johnny Lorimer for moving the stall and the ladies of the Hall family from the Buckland Valley who managed the stall.

In the afternoon, members and associates joined the procession mounted on their stockhorses. The riders were lead by Wally Ryder, Hill Hicks and Ron Briggs with Frank Ryan, Leonard Ryan, Don Kneebone, Dick Dale and family, John and Nan Hall and family, Johnny Lorimer and daughter Gail, Glen Cahwell and Lyle McCready, Dargo Newman and Terry Arundel giving support. The Cattlemen were well received with cheers and clapping all along the route from the 2,000 crowd. And to cap off a successful day, the Cattlemen won the prize for "Best Equestrian Turnout".

Gala Day was successful - both for Bright and the Association. Many people learned of the Cattlemen and their cause - a public relations exercise of immense benefit. The North-East Branch wishes to thank all those people who assisted or participated on the day.

MOUNTAIN CATTLEMENS ASSOC. OF VIC. INC. -v- DEPT CONSERVATION FORESTS & LANDS - FREEDOM OF INFORMATION.

This has been a long drawn out battle with the Department to attempt to establish what costings were done in relation to the extension of the Alpine National Park. The matter finally came to a preliminary conference on 24th July 1985 at 2 p.m. At this conference the Officers of the Department agreed with the Tribunal that "little or no" costing had been done prior to the legislation being brought before Parliament. The Cattlemen were represented at the conference by Graeme Stoney assisted by Tim Barker of the V.F.G.A., and some dozen Cattlemen were allowed into the conference room to hear the proceedings. As no satisfactory settlement was reached the matter was set down for formal hearing for 23rd September 1985. However since the 24th July, the Department has offered to supply all the material requested under the Freedom of Information enquiry, so the hearing has been adjourned to a date to be fixed. This is a continuing saga.

MINISTER ANNOUNCES LEGISLATION FOR EXTENSION TO ALPINE PARKS.

The Minister for Conservation Forests and Lands, Mrs. Joan Kirner went to Bennison Lookout on July 4th 1985 to announce that the legislation to extend

the Alpine Park system was, that day, brought before the House. She had a surprise reception committee of thirty to forty Mountain Cattlemen and supporters with more banners and placards than she bargained for. However Mrs. Kirner made her speech and invited the Cattlemen to have lunch with her down by the Wellington River. Members took advantage of this offer, and took the opportunity to voice, yet again, their disappointment over the legislation to the Officers of her Department who were also present for the occasion. Mrs. Kirner admitted that she was somewhat staggered by the reception committee and remarked that the Cattlemen were a very well organised Lobby group.

THE NUNAWADING BY ELECTION AND THE ALPINE PARK BILL

The issue of the contiguous National Park has been simmering for more than 30 years. It was therefore quite astounding and ironical that the Nunawading "draw" and subsequent election which decided the balance of power in the Upper House came as the contiguous Park Bill was poised to be debated by the Legislative Council. Our people only had two options. Do nothing and hope, or take courage and go in hard for the Liberals (who had promised to knock out the Bill). We have every reason to believe that our campaign considerably lifted support for the Liberal candidate Mrs. Varty and also halved the Democrat vote. (The extreme conservation groups threw their weight solidly behind the Democrat candidate in the campaign).

History has proved our decision to go political correct, and the supreme effort that everyone involved made, has left an indelible impression on all political parties, the media, conservation groups, and especially on the general public. Owing to the careful thought put into every move we made during the campaign, we believe we avoided gathering too much dirt which is a part of any election campaign. Despite the fact we are no longer seen as completely non-political, our "good guy" image is still OK and we have made it plain that we are quite prepared to back some other political party in the future if need be.

There are many people who deserve to be mentioned for their special effort during the campaign, however space does not permit this. However special thanks must go to Keith and Anne Whittam for "generalizing" the election day logistics, Frank Sedgman our printer who simply did not go to bed some nights, Don Porter who dropped everything to provide the brilliant and instant artwork, Tim Beattie who designed the colour Brochure at short notice. The entire campaign was paid for by the Associate Members of the Mountain Cattlemens Association of Victoria, thus confounding any critics who attempted to infer that the Cattlemen are a wealthy lobby group of graziers. Rather it was pointed out that the fund, manpower etc. were supplied, in the main and with the Cattlemens support, by hundreds and hundreds of supporters throughout Melbourne and

Country Victoria, New South Wales, Tasmania, Queensland, and South Australia. For your information we have enclosed a copy of the colour brochure and how to vote card, and set out below is how the money was allocated:

Printing - handouts for shopping centres, stickers colour brochure and how to vote cards	\$4,770.56
Stationery - photocopy paper, address labels and envelopes	148.75
Postage - press releases and two newsletters	527.25
Insurance - Public Liability (\$5million) 8/9/ - 17/9/85	448.00
Artwork (on one awful occasion Don got the flu!!)	30.00
Press Photos for local newspapers	150.00
3 M.C.A.V. banners for the Ringwood ride	240.00
Phone contribution- Silvers and Whittam	415.00
Eastfield Park booking fee and bond	90.00
Video Promotion - purchase tapes, taping studio fees	210.00
Liquor Licence - Eastfield park, two days	38.00
Catering - Barbeque at Eastfield Park, hire of urn and lunch after first shopping centre promotion exercise	406.13
Leader Newspapers distribution of colour brochure throughout electorate	1,700.00
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	\$9,174.57
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Following are excerpts from various newspapers which sum up the outcome of the Cattlemens campaign:

Financial Review 19/8/85 "A relieved Liberal leader, Mr. Jeff Kennett, took most of the credit for the decisive Nunawading vote - although he thanked the Prime Minister for his contribution and praised the efforts of the National Party, the DLP, the Call to Australia Party, the Mountain Cattlemen and even the Nuclear Disarmament Party, 40 per cent of whose second preferences went to the Liberals..... The other big losers from Saturdays provincial election were the militant "greenies" of the conservation movement. They mounted a campaign based on the removal of the Mountain Cattlemen's "dirty" horses, cattle and dogs from the High Plains and their replacement with Alpine National Park walking tracks. The "combined weight" of the Greenies, who so recently stopped the flooding of the Franklin River, was thrown behind the Democrat candidate and nearly halved his vote. Their Alpine National Park legislation is now further from being made reality than it ever has"

National Farmer, September 5, 1985....."Cattlemen swing Vic by election. A copybook one-issue political campaign by the Mountain Cattlemens Association of Victoria has swung the outcome of a vital State Government by election and changed the balance of power in the State's Upper House.....(balance of power hung entirely on the outcome of Nunawading) For the legendary cattlemen of Victoria's High Plains, this turned the Nunawading by election into a unique chance to hold political power - and the future of their mountain grazing leases - firmly in their grasp....As soon as the full implications of the Nunawading by election became apparent the mountain cattlemen swung into action. Tactics were simple and inexpensive - but incredibly well organised to get maximum media coverage and to reach as many Nunawading voters as possible. One strict rule was adhered to throughout. Even though they were, in this case supporting the Liberal Party candidate, there was to be no acceptance of funds or organisational help from any political party. The cattlemen's war plan was organised in a series of stages.....Three weeks before Election Day were spent on an awareness campaign. Handing out pamphlets, talking to shoppers, giving away car stickers.....Then the programme began to gear up. First the cattlemen put out a press release slamming the misuse of taxpayers money since between 10 and 15 percent of funds for the A.C.F. come out of Government revenue. Two days later - 10 days before E Day, M.C.A.V. President Jim Commins holds a press conference announcing that the cattlemen have decided the only way to save their livelihood is to 'go political' in Nunawading.....On the big day - one week before the election 130 cattlemen come down from the High Plains and ride into Ringwood. Crowds of shoppers stop. TV cameras everywhere. Another press conference explaining the need to get back to a more moderate approach to conservation. The final week is more low-key with numerous radio talkback shows, big local newspaper coverages and pamphlets handed at more shopping centres. The big surprise is kept to the final three days of the campaign when the cattlemen print 70,000 full colour brochures to be dropped in every Nunawading letterbox outlining the moderate conservation stance taken by the cattlemen. Then on the last day, a final highlight. Tom Burlinson, the actor who played the lead role in the Man from Snowy River movie, flies down from Sydney at his own expense to help the cattlemen. Burlinson who was taught to ride by legendary cattleman Charlie Lovick, tells the press that 'if the cattlemen are worried thats good enough for me because I know they are genuine and I know they care for their country!' Election day itself, and hundreds of cattlemen and their supporters man all 52 booths handing out pamphlets showing why a vote for the Liberals is a vote for moderate conservationism. By early on Saturday night it is obvious the Liberal Party has won the Upper House seat with a bigger than 5.9 per cent swing."

CATTLEMENS LOGO AND SLOGAN "MOUNTAIN CATTLEMEN CARE FOR THE HIGH COUNTRY"

The attention of all members is drawn to the fact that this logo (the three horsemen) and the slogan for which we are now justifiably famous, is in the process of being registered as a trade mark. Therefore it is an offence under law to use the slogan without the express written permission of the Executive Council of the Mountain Cattlemens Association of Victoria Inc.

ASSOCIATE MEMBER BADGES

Associate Members are reminded that badges are available from Sue Silvers, 28 Cityview Road, North Balwyn by forwarding a stamped self addressed envelope. Badges are of course, only available to financial members.

RAFFLE - PAINTING BY JOHN DUNCAN FIRTH - "GOING HOME BOGONG HIGH PLAINS".

This Raffle which has been conducted over the past two months, the proceeds of which are to be used towards the 150th Anniversary M.C.A.V. Book (mentioned in previous newsletter No. 3) was drawn on the 19th September 1985 last, and the winning ticket - No. 088 was held by Mr. Stan Chapman of Lucas Street, South Caulfield.

Our most grateful thanks to John Firth for donating this valuable prize. Proceeds were \$1,960.00. Thanks to everybody who bought tickets, and to everybody who sold tickets.

VOICE OF THE MOUNTAINS - COBUNGRA STATION AND OTHER MOUNTAIN STORIES.

We are constantly being asked for copies of the above booklet. If you have a copy and are now finished with it, could you please let Sue Silvers know. One Associate Member who is most anxious to obtain a copy is Mr. MacGregor of "Glen Gyle", 6 Elgin Avenue, Armadale. Could anybody please send him a second hand copy?

FOUND.

1 Toyota key at Berwick after the Bush Dance.

1 set Toyota keys on a dentist promotion key ring after Eastfield Park. Hope they don't both belong to the same person! Contact Sue Silvers.

PERSONAL NEWS.

Congratulations to Suzanne Walker and Harry Ryder who announced their engagement recently.

Bill Sweetland is married and currently on honeymoon in Bali.

Tim Barker and Annie Jones married in July.

Congratulations to Jamie and Elaine Mathieson on the arrival of Rebecca.

THE ASSOCIATES COMMITTEE.

More on this next Newsletter - December 1985. The original Committee have retired and our future organisation will continue under the Executive Committee of M.C.A.V. Anne Whittam to continue as Social Secretary. Thanks to all, Sue Silvers, September, 1985.