

M.C.A.V

MINUTES OF EXECUTIVE MEETING OF ~~V.F.G.A.~~ HELD ON WEDNESDAY
28TH MAY, 1986 AT 24 COLLINS STREET MELBOURNE

President J. Commins took the chair at 10.15 a.m.

Graeme Stoney (Executive Officer) was appointed Secretary for the day.

PRESENT:

J. Commins, G. Stoney, D. Kneebone, L. McCready, K. Heywood, W. Hicks, C. Hodge, R. Brown, K. Kelly, Kelly Sullivan (Arizona U.S.A.), Frank Hill (President, United Landholders and Citizens Association), Jane Hill.

APOLOGIES:

H. Ryder, J. Lovick, S. Silvers, C. Aston, G. Connley.

President welcomed a U.S.A. Visitor, Kelly Sullivan, who owns a ranch in an area of the U.S.A., which has similar problems to the M.A.C.V. He also welcomed Frank Hill and his daughter Jane from the United Landholders & Citizens Association.

MOTION: "That the Minutes be received". Clive Hodge/R. Brown.

Carried

Minutes of Meeting held on 7.4.86 were read by G. Stoney. Commenting on the Minutes, Mr. R. Brown explained that a large cheque had arrived from Cooks which enabled him to Bank in an A.N.Z. Trustee Account \$9,000-00 instead of the \$6,000-00 mentioned in the minutes. To correct the Minutes, Mr. C. Hodge moved that the extra \$3,000-00 be banked and Mr. Brown's action be approved. Resolved.

Mr. Brown also drew attention to the fact that the money received from various functions as listed in the last minutes were GROSS amounts.

MOTION: "That the minutes be confirmed". L. McCready & K. Kelly.

Carried

The Chairman reported that the Alpine National Parks Bill was defeated in Legislative Council in April (Sue Silvers & Graeme Stoney attended).

However, the extensions to National Parks Bill has gone through despite efforts by himself and G. Stoney to have safeguards written in the legislation for grazing in the Cobberas/Tingaringy National Park.

Mr. Commins drew attention to the fact that the current East Gippsland L.C.C. report which covers part of the Cobberas/Tingaringy National Park recommends that grazing be phased out by 1988.

CORRESPONDENCE

The correspondence was read by the President.

MOTION: "That the correspondence be received". C.Hodge/D.Kneebone.
Carried

The 60 Minutes program on the Omen Cattleman was discussed. It was agreed that good publicity was achieved with Australia wide coverage of the program. Viewers reaction the next week on the program was well in favour of the M.C.A.V. point of view.

The President reported that a flood of inquiries have been received, from school children, teachers and the public.

He reported that S. Silvers, G. Stoney and himself have compiled a lengthy information sheet compiled from past information sheets. This will be edited by G.Stoney and organised to be sent out as more inquiries come in. In the meantime, Sue Silvers has compiled 40 sets of handouts for inquiries.

LEASE CHARGES:

This subject was the main reason for the extraordinary executive meeting. The President recapped the situation to date with C.F. & L. negotiations. C.F. & L. have responded to the original M.C.A.V. proposition based on the Lands Act, which they say is unworkable and unacceptable. They have restated that they prefer a modified tender system.

President reported that himself and G. Stoney approved in principle yesterday a new, more simple plan devised by Tim Barker (V.F.G.A) which suggests direct negotiations between C.F. & L. and individuals through a M.C.A.V. LEASE CHARGE committee (one from each branch).

Mr. Barker believes that side issues have clouded the main issue of how charges are to be set.

A paper was approved to be typed to present to the C.F. & L. officers at 1.00 p.m.

MEETING WITH THE C.F. & L.

- See enclosed report of the meeting.

A discussion also developed with Mr. McKittrick about unpaid amounts for the 1985/86 season. Using accounts supplied by W. Hicks the executive were able to demonstrate the confusion felt by cattlemen with the C.F. & L. Accounts. An Agreement was reached which is detailed in the account of the meeting.

GENERAL BUSINESS:

MARKETING: The Marketing Manager, Mr. Ross Brown, reported as follows :-

"There have been further negotiations since the publication of the recent associates newsletter which stated the marketing

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position at that time. Cooks have now agreed that the M.C.A.V. can purchase at cost from the manufacturer rather than at wholesale from Cooks. We think that it is better for the M.C.A.V. to carry the cost and enjoy the higher profit. There could also be a problem of supply if done through Cooks. After reflection and several discussions with Graeme Stoney, I decided it would be better this way. I intend to keep a tight hold on the Stock and Cattlemen & Associates wishing to man a show or festival will be able to order through me and return unsold stock to me.

It has grown into a large business and we must keep a tight watch on all stock and know what we have and where it is all the time.

Cattlemen wishing to purchase their own and family requirements may do so through me at wholesale plus postage.

I will keep a range of the most popular sizes and colours only - all others can be purchased from Cooks outlets or Cooks in Melbourne.

Cooks started selling recently and have already paid \$580 in royalties to the M.C.A.V. They have 500 outlets around Australia.

I want suggestions for Shows and Festivals that the M.C.A.V. and Associates can man (Box 344, Morwell). Phone (051)345 918.

We have to watch the price we charge at Shows etc. so as not to undermine what Cooks are doing. I suggest around 15% less than suggested retail. Cooks have stated they will allow 15% discount at their Melbourne store for all members and associates on all Cooks goods (cash only).

Cooks are looking at export markets and also using the M.C.A.V. logo on other products.

All Cattlemen windcheaters now have a small story about the cattlemen and the High Country on a card attached to the Windcheater.

Cooks have included they are happy for the M.C.A.V. to inspect all Invoices from the Manufacturer if they wish (The M.C.A.V. gets \$1 royalty on each Windcheater ordered by Cooks).

Aukubra and ourselves are still looking at the proposal to have a Mountain Cattlemens Hat. Ken Connley is looking into that. Some discussion on having a deeper crown and a hat that will stay on better than some popular models such as "Snowy River" etc.

MOTION: "That Cooks deal as outlined by the Marketing Manager, R. Brown be fully approved by the M.C.A.V. executive and an agreement now be drawn up to be approved by the executive."

L. McCready/K. Kelly. Carried

MOTION: "That a retrospective honourarium be set at the next Annual Meeting for Marketing Manager who should also claim costs of travelling, phone, postage and other costs."

Carried

MOTION: "300 stickers and 60 Voice of the Mountains be sent to branch Secretaries to enable them to distribute and sell as they think fit in their own area.

Account for cost price be enclosed which is to be paid to Central Marketing account. Profit to be retained by branch if they wish."
G.Stoney/C.Hodge.

Carried

It was resolved to pass the word around to the Cattlemen that they can purchase windcheaters from R. Brown and pass the word to Associates and the public that they now have to purchase from Cooks except at shows where the M.C.A.V. have a stand.

EXECUTIVE OFFICER REPORT. G. STONEY

"It has been a very busy few months.

National Parks Bill - Sue Silvers and G. Stoney went to Parliament House to watch the Alpine National Parks Bill defeated. We believe it will come up again in the Spring Session

High Country Newspaper - Phil McGuire has indicated he would like to start a newspaper about the High Country - Some concerns expressed and it was resolved to ask branches for comment. Letter from Mr. McGuire was expected but did not arrive - to be included in the minutes if it arrives before minutes sent out.

Future get-together - John Mitchell has offered his property at Corryong for a future get-together.

Associates - I understand that a few associates are unhappy with marketing proposals but we hope this will resolve itself now the position is clearer and a scheme operational. There are many letters from happy associates on Assistant Secretary's file. I believe most of the 1000 associates are very happy with administration of the M.C.A.V., and the policies the cattlemen are promoting in the community.

Associates Newsletter has only just gone out and no replies yet for two associate representatives on M.C.A.V. executive as observers.

Some concern expressed for the work load of the Assistant Secretary with the associates. Inquiries, subscriptions and general administration takes some hours of S. Silvers time most days. (Just to put the newsletter in envelopes and post took 10 hours for 3 of the Silvers family).

Nunawading aftermath - The M.C.A.V. have been pressing for release of the Police investigation, and so is the Leader of the Opposition who appears to have gained possession of the Police Report on the cattlemens activities at Nunawading. We have been using every method available to keep M.C.A.V. before the public and to press for the release of the Police Report which we believe will totally clear the M.C.A.V. and their friends.

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General P.R.

We have embarked on a conscious program of spreading the media and publicity over as wide a cross section of the cattlemen as possible. The Australian Newspaper went to Ryders & Hicks, Channel 7 Sydney did a story on Purcells, Lovicks and Terry Murphy at Mansfield, Channel 7 Melbourne did a story on Treasures at Dargo High Plains, Sixty Minutes went to Omeo with great results. Jim Commins and myself have done several paper and T.V. interviews on various subjects, we are just keeping the ball rolling and the pressure on the Government.

GENERAL BUSINESS:Price Panel Advisory Committee.

The President called for nominations for the committee and it was resolved to ask the branches to nominate their best representative within two weeks.

Best Wishes.

It was resolved to send the best wishes of the M.C.A.V. to Sue Silvers who was in hospital.

Royal Show Promotion Parade.

The President reported that he and G. Stoney attended a meeting of the R.A.S. to organise the Royal Show Parade in Swanson Street in September.

The Cattlemen have been invited to drive a mob of cattle in the parade perhaps with 20 good horsemen (and women).

G. Stoney commented that he had approached the Lovick family to assist because their cattle are used to people and road conditions.

It was resolved to leave the matter with the executive officer, the Lovick family and the Mansfield Branch to make a final decision on the project.

Time spent managing runs.

The President requested all cattlemen to carefully record time and travelling spent managing Mountain runs in case of dispute over the pending negotiations with the C.F. & L.

New Record.

D. Kneebone reported that "Lazy Harry" has released a song about the Cattlemen and it is available from 20 Graham Street, Wangaratta.

Meeting closed 5.00 p.m.

NOTE:

We have sent these minutes of the last executive meeting direct to all members of the M.C.A.V. to ensure that everyone is aware of the latest development with run charges.

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Branches are requested to act immediately on the appointment of a representative to the Pricing Committee and also their reaction to the production of a High Country Newspaper organised by Phil McGuire as outlined in the minutes.

Since the meeting, there has been growing concern in the farming community about the implication of the proposed "Flora and Fauna" guarantee.

Could all members watch this latest development closely and feed back any information to the executive.

This proposal could easily be the biggest problem we have faced to date.

GRAEME STONEY
Executive Officer
M.C.A.V.

12.6.1986.