



ROYAL AGRICULTURAL &
HORTICULTURAL SOCIETY OF
SOUTH AUSTRALIA INCORPORATED

THE SOCIETY

ANNUAL REPORT 2016



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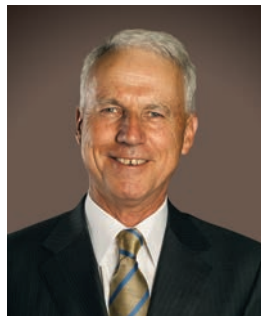
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society management chart



Front cover: Merino judging at the 2016 Royal Show
Inside front cover: 2016 Agsplorers Track



Robert J Hunt
President & Trustee



Andrew M Hardy
Chairman Council



Trevor G James
Deputy Chairman Council



Robert L Snewin
Treasurer



John W Rothwell
Chief Executive



Robert R Hart
Trustee



Bruce F McFarlane
Trustee



Charlie M Downer
Trustee



Andrew H Bone



Belinda A Cay



Hamish C Findlay



Jock VE Gosse

president's report



Rob Hunt, President, RA&HS of SA Inc.



A mixture of cold and warm weather, strong support from competitors and exhibitors, and a strong program of entertainment and educational experiences saw the 2016 Royal Adelaide Show declared a resounding success.

The Royal Adelaide Show once again had a tremendous year for competitions, with an all-time record of 33,784 entries received across 62 sections. With the previous record achieved in the Society's 175th anniversary year, 2014, it was heartening to see our Show continue to receive such strong support in the competitive arena from both rural and metropolitan entrants. From a national perspective, the Royal Adelaide Show is second only in terms of the number of competitive entries to the Sydney Royal Easter Show - an amazing feat in itself. Much of this success is due to the excellent work completed by our sectional committees in promoting their competitions to industry bodies and members.

The 2016 Show made a significant economic contribution to South Australia, injecting an estimated gross economic impact of more than \$180 million. Feedback from exhibitors was positive, with most reporting good trade and indicating they will return in 2017. Carnival revenue enjoyed a significant increase of 4.5%, while showbag spend per head increased by 3.7% to \$15.68. Though revenue from commercial exhibitors was slightly down on 2016,

most areas returned moderate increases. In the catering area, though revenue was slightly down on the previous year, the per-head spend rose by 1.4%.

Another highlight in 2016 was the International Association of Fairs and Expositions (IAFE) Awards, held in the United States. The Royal Adelaide Show won the Best of Division (250,000 to 500,000 attendees) award, as well as first prizes in the Printed Promotional Material category for the Show Magazine and the First Time Sponsorship Award for its partnership with Fleurieu Milk. Also recognised with a first prize award was the inaugural #Agsplorers program, which encourages children to learn about agriculture, and Show favourite, the Yellow Brick Road, which was recognised as a unique partnership. The Show also won a second prize in the Sponsorship Continuity category for its long-term relationship with presenting partner IGA.

Committed to giving back to the South Australian community, the Society again provided over \$350,000 worth of Show tickets and associated items, including ride, showbag and meal vouchers, to charities and community groups in 2016. In addition, the Society's Education Foundation continued to provide scholarships to individuals pursuing study and/



2016 Royal Adelaide Show.



Back row left to right; Kayla Stakey, Katie Hines, Will Bray - winner of the 2016 South Australian Rural Ambassador Award at this year's Show, Amy Wright, Peter Barr, Tom Hunter. Front row and seated left to right; Shannon Donoghue and Steph Pocock.

or careers in agriculture via the Rural Ambassadors Program, Junior Heifer Expo, Rural Media Awards and University of Adelaide agricultural scholarship programs.

The 2016 Royal Adelaide Show was also delighted to host delegates from the World Merino Insight conference. Representatives from New Zealand, South Africa, South America and Australia attended the Merino and Poll Merino judging, the Schools' Merino Wether Competition, the Rabobank Feature Breed function and the Adelaide Show Ram Sale. We were happy to partner with ArtsSA and the City of Unley to showcase the work of up and coming artists on the Goodwood Road Art Mural, which showcases artworks inspired by different aspects of the Royal Show.

In the Main Arena young farmers from across the country battled it out at the Australian Young Farmer Challenge, which promotes career pathways in agriculture and encourages participation in country shows. Teams from Victoria, New South Wales, Queensland and South Australia battled it out in a series of farm-related challenges, with the team from Eyre Peninsula eventually claiming victory.

Finally, on behalf of the Royal Agricultural & Horticultural Society Board, I would like to thank our staff, sponsors, volunteers, committee members, exhibitors and media partners for their support in 2016.

Rob Hunt, *President, RA&HS of SA Inc.*
Adelaide, 17 March 2017



Goodwood Road Art Mural, which showcases artworks inspired by different aspects of the Royal Show.

chairman's report



Andrew M Hardy, Council Chairman, RA&HS of SA Inc.

The Royal Adelaide Show more than delivered on its charter of encouraging excellence in primary production in 2016, attracting an all-time record number of competitive entries. A staggering 33,784 entries were received across 62 competitive sections - just beating the previous 2014 record of 33,688. Record numbers of entries were achieved in the Beer, Open Cookery, Professional Baking, Grains & Fodder, Horses, Angora Goats and Rabbits sections.

Feature breed sections, including Ayrshire (Dairy cattle), Murray Grey (Beef cattle), Landrace (Pigs) and Merino (Sheep) also recorded an excellent number of entries and spirited competition was enjoyed by both entrants and spectators. Competition is a hallmark of the Royal Adelaide Show and both the standard and number of entries across all 62 sections was commendable.



2016 Beef Feature breed - Murray Grey



Record entries for Open Cookery at the 2016 Royal Adelaide Show.

The 2016 Royal Adelaide Show will be remembered as one of strong competition, excellent entertainment and fun for all. Show staff, councillors, committee members, supporters and volunteers delivered a world-class event for the South Australian public.

In 2016 an Annual General Meeting and four Council meetings were held. Likewise, regular competitive section meetings were held and over 700 judges and stewards were engaged to adjudicate and administer the Show's competitive sections. Their work was recognised at two events, a function at the Showground Bull Bar held on the Thursday before the Show and the annual Judges and Stewards dinner held Tuesday during the Show.



2016 Champion, Extra Virgin Olive Oil, Rylstone Olives, Jayne Bentivoglio, Amanda Bailey & Annmarie Hoffman



2016 Royal Adelaide Beer and Cider Awards Judges.

CHANGES TO THE SOCIETY'S COUNCIL IN 2016 INCLUDE;

CHANGES TO BOARD

Robert J Hunt – President & Trustee
Richard Fewster – Retirement

CHANGES TO EXECUTIVE COMMITTEE

Appointments	Resignations
Tim SG Buxton	Adrian Burgess
Graham T Reu	Ray Fiebiger
Francis J McEvoy	Raelee Hedger
Nicola Feeney	

CHANGES TO COUNCIL

Appointments

Claire A Bennett (Art, Craft, Cookery & Technology) - Ex-officio
Carol Knezevic (Art, Craft, Cookery & Technology)
Shane FJ Reidy (Art, Craft, Cookery & Technology)
John F Ziesing (Art, Craft, Cookery & Technology)
Mark A Williamson (Dairy Products) – Ex-Officio
Adrienne J Clarke (Diverse Farming) - Ex-officio
Chris W Francis (Diverse Farming) - Ex-officio
Colin W Lessue (Dogs)
Mark J Doecke (Horticulture) – Ex-Officio
Sid G Nicholls (Pastoral)

Resignations

Gary Schulz (Art, Craft, Cookery & Technology)
Gina Graham (Dairy Products)
Tim Hill (Diverse Farming)

Lea Richens (Diverse Farming)
Lee Sadler (Diverse Farming)
Robert W Hamdorf (Dogs)
Penny Smith (Horticulture)
James Morgan (Pastoral)

CHANGES TO HONORARY COUNCILLORS

Appointments

Gary Schulz (Art, Craft, Cookery & Technology)
Lea C Richens (Diverse Farming)
Robert W Hamdorf (Dogs)
Richard W Fewster

CHANGES TO HONORARY LIFE MEMBER

Appointment

Richard W Fewster

LONG SERVING VOLUNTEER AWARDS

Ursula Johnson – Art, Craft, Cookery & Technology Committee
Wendy Smith– Art, Craft, Cookery & Technology Committee
Scott Dinham – Pastoral Committee

Bereavements

It is with sadness that we record the passing of two of our former councillors during the year; we extend our sincere sympathy to their families.

Pat Pearce – Commerce Committee (2002 – 2009)
Peter Berry – Horse Committee (1962 – 1982)
John Walsh – Light Horse Committee (1977 – 1992)

Finally, I would like to thank all of the Society's 100-plus councillors and staff, in particular Chief Executive John Rothwell, for their ongoing commitment during the year.

Andrew M Hardy, *Council Chairman, RA&HS of SA Inc.*
17 March 2017

chief executive's report



John W Rothwell, Chief Executive, RA&HS of SA Inc.

ROYAL ADELAIDE SHOW

Strong daily attendance figures, a record-breaking competition section, diverse entertainment program and visits by an international industry delegation attending the World Merino Expo saw the 2016 Royal Adelaide Show rated as one of the best yet.

Though cool and rainy weather on some days impacted attendance figures slightly, the Show still managed to attract over 469,000 attendees – a solid result given uncertain economic conditions and declining event attendances nationally.

Entertainment at the Show had an international flavour this year with the entertainment spectacular 'Post-Cards from around the World' wowing show-goers in the Goyder Pavilion. Designed to showcase different holiday destinations from around the world, the production attracted big crowds daily and was a fitting follow-up act to 2015's 'The Magical Gift of Mother Earth, which won a Best Achievement in Entertainment award at the 2016 Australian Event Awards.

Our youngest show-goers also received a treat in 2016, with a special Mid-Week Kids Entertainment program featuring Dorothy the Dinosaur. Designed to encourage young families to attend the Show during the traditionally 'quieter' days of Monday, Tuesday and Wednesday, the performances were well-patronised and received excellent feedback.



Entertainment spectacular 'Post-Cards from around the World'.



2016 Royal Adelaide Show, Champion Merino.

Entertainment highlights in the Main Arena included the Australian International Drone Championships, the Showtime Freestyle Motor X Team displays and Team DMax Precision Driving, while the Talent On Show daily performances on the Coca-Cola stage also proved popular. The Show also hosted the \$175,000 Emirates Melbourne Cup trophy, which went on display to the public on the first day of the Show. We were pleased to support mental health organisations including R U OK? by helping to stage the first Royal Adelaide Show Ride Against Suicide. As part of the event cyclists and motorbike riders descended on the Showground from Murray Bridge and Mannum, ending with a lap of the Main Arena to raise awareness of the cause.



Australian International Drone Championships.



R U OK? first Royal Adelaide Show Ride Against Suicide.

A new initiative that was well-received was the #Agsplorers trail - a collectable insert that appeared in the Show Magazine. Designed to encourage primary school age children to learn more about agriculture, the trail featured information on feature breeds, agricultural highlights and enabled children to collect feature breed stamps as they journeyed around the Showground.

Promoting excellence in agriculture and informing people about its importance are two of the main objectives of the Show, and this was evident in many areas. In addition to the regular feature breed displays, exhibitions and judging, the national final of the Young Farmer Challenge was held in the Main Arena, drawing attention to agriculture as a great career opportunity for young people. The 2016 South Australian Rural Ambassador Award went to 23-year-old William Bray, from Jamestown, with runners up including Shannon Donoghue from Naracoorte and Tom Hunter from Coonalpyn. It was also pleasing to see that the 2015 Rural Ambassador Jeremy Schutz, from Pinnaroo, went on to be named 2016 National Rural Ambassador. The Farm Expo display enjoyed strong interest throughout the Show, and having the opportunity to host international delegates attending the World Merino Insight helped put the Adelaide Show on the world stage.

This year's marketing campaign continued with an animated theme, and included a comprehensive television, radio and outdoor advertising schedule. Circulation of the Show Magazine was increased by 50,000 to 450,000 and was distributed to South Australian households via direct mail and through IGA and Foodland supermarkets. Extensive media coverage was also secured across print, radio, TV and online.

The popularity of the Show's website continued to grow exponentially, with total sessions for the ten days of the Show up by 21% to 577,961 and total page views up by 22% to 1,804,204. Mobile phones and tablets were the preferred format for viewing the Show website, with 70% of users accessing the site from these devices - up from 64% the previous year.

The Show's social media footprint also increased, with Facebook 'likes' jumping to 74,000, Twitter followers increasing to 3,700 and Instagram 6,500. The move toward technology-based marketing was also evident in the competitions arena, with 74% of entries submitted online in 2016.

In 2016 we conducted an online research project to find out more about the motivations of people attending the Show and to assess the effectiveness of our marketing activities. The survey results demonstrated a high level of awareness and support for the Show Magazine, with most respondents saying they found it useful in planning their Show visit. The research also provided a valuable insight into the habits of show-goers, including preferred visitation days, a move toward the pre-purchasing of tickets and low levels of awareness of the Society's non-profit status. The results of this project will be considered by management when planning for the 2017 Show.

Many show-goers used public transport to get to and from the Show, making excellent use of the permanent Adelaide Showground railway station, as well as the convenient bus and tram network. Carparking in the parklands was again well-patronised - despite the area being restricted for one day and closed for half-a-day due to wet weather, with over 37,000 cars parked during the Show.

chief executive's report

ROYAL ADELAIDE WINE SHOW

The 2016 Royal Adelaide Wine Show attracted over 2,600 entries from 342 wineries and schools - a slight drop on the previous year. The Most Outstanding Red Wine in Show trophy went to Margaret River's Deep Woods Estate for their 2014 Reserve Cabernet Sauvignon, while the Most Outstanding White Wine in Show title went to Penfolds for their 2015 Bin A Chardonnay. Rosemount once again won the prestigious Gramp, Hardy, Hill Smith Prize for Outstanding Wine of Provenance - Red Wine for the 2014, 2006 and 2002 vintages of their Rosemount Estate GSM. The Provenance award for best white wine went to Naked Run The First Riesling (2016, 2009 and 2006 vintages).



2016 Most Outstanding Red Wine in Show, Margaret River's Deep Woods Estate for their 2014 Reserve Cabernet Sauvignon. John Beukema, (pron Beekema), Drinks & Training Specialist, SA and Richard Porter.



2016 Gramp, Hardy, Hill Smith Prize for Outstanding Wine of Provenance - Red Wine for the 2014, 2006 and 2002 vintages of their Rosemount Estate GSM. Callan Rogers, Director, Inventure Partner, Steve Baraglia and Trevor Tucker.

ADELAIDE SHOWGROUND

The Adelaide Showground enjoyed an excellent year, hosting 241 events and attracting an estimated 720,000 visitors to the venue outside the Royal Adelaide Show. The Showground has a reputation for presenting quality public events, including caravan, camping, boat and outdoor shows, home shows, the growing pop culture events Supanova and Oz ComicCon, designer market Bowerbird Bazaar, the Parenting, Babies & Children's Expo and Adelaide Beer & BBQ Festival. In 2016 these events continued to flourish.

2016 also saw the successful launch of Santa's Wonderland - a family Christmas event featuring real snow and real Santas, and the debut presentation of interstate events, Oktoberfest in the Gardens and Finders Keepers. In March, the world class Spirit of Anzac Centenary Experience, commemorating Australia's involvement in World War I, was presented in Wayville Pavilion and received outstanding support from the public.

The use of the quality spaces of Goyder Mezzanine were expanded in 2016 leading to a significant number of meetings and training sessions conducted at the Adelaide Showground. It is anticipated that this will continue to grow in future years.

The Adelaide Showground Farmers Market celebrated its tenth birthday in October 2016 and continues to attract great crowd numbers and local producers to match. The Society's decision to provide seed funding to this project in 2006 has borne significant fruit.

The Showground continues to support charities, hosting the Variety Club Christmas lunch for over 3,000 people, Cancer Council's Relay for Life, and provided free facilities for the Salvation Army and Smith Family to collate Christmas gifts for South Australian families in need.



2016 Bowerbird Bazaar Market.

INDUSTRY ASSOCIATIONS

The Society continues to provide support and secretarial services, through its Rural Services division, to 24 industry associations which included;

Agricultural Societies Council of SA,
Angus Society of Australia (SA Branch),
Australian Dohne Breeders Association,
Australian Dorper and White Dorper, Association Inc,
Australian Poll Dorset Association (National)
Australian White Suffolk Association (National)
Australian White Suffolk Association – Superwhites,
Australian White Sheep Breeders Association,
Australian Pig Breeders Association – SA Branch,
Australia Poll Dorset Association (Adelaide Region),
Australia Stud Sheep Breeders Association – SA Branch,
Australian Red Poll Cattle Breeders Inc – SA Branch,
Charolais Society of Australia (SA Branch),
Damara Sheep Breeders Society,
Herefords Australia (SA Branch)
Prime SAMM Breeders Society of Australia – Central Division,
Prime SAMM Sheep Breeders Society of Australia – (National)
Simmental Australia – SA Branch,
South Australian Agricultural Shows Next Generation Group Inc.,
South Australian Beef Cattle Breeders Association,
South Australian Sheep Expo Council Inc.,
South Australian Young Beef Breeders Association,
South Australian Junior Heifer Expo Council Inc,
South Australian Potato Industry Trust,
South Australian Grain Industry Trust and
The Shorthorn Society of Australia – SA Branch.

ACKNOWLEDGEMENTS

I would like to acknowledge ongoing support from Society councilors, members, volunteers, community organisations, committed sponsors, the media and of course our wonderful staff. Likewise, the many Government agencies which assist in keeping the Royal Show and the many other events held at the venue each year, a safe and pleasant environment to be a part of.

MAJOR SPONSORS

Royal Show Presenting Partner – IGA

Royal Show Premier Partners – Coca-Cola Amatil, Channel Seven Adelaide and BankSA

PRESENTING PARTNER



How the locals like it



bankSA

Royal Adelaide Show and Royal Adelaide Wine Show sponsors:

Metcash Food and Grocery	Mars Petcare Australia
BankSA	Isuzu Ute Australia Pty Ltd
Coca-Cola Amatil	CNH Industrial Australia
Australian Broadcasting Corporation	Laucke Flour Mills Pty Ltd
Primary Industries and Regions SA – PIRSA	Chifley on South Terrace
Vili's	Crowne Plaza Adelaide
Fleurieu Milk & Yoghurt Company	Rabobank
Wallis Cinemas	SH Rowe
Dairy Australia	Inventure Partners
RAA	Nova Entertainment
Coopers Brewery Limited	Dan Murphys
	SUEZ Environment

SUPPORTERS

The Society acknowledges and thanks the following organisations for their ongoing commitment to the Society, covering all aspects of operation;

City of Unley,
Adelaide City Council,
Department of Education & Children's Services,
Department of Transport,
Energy & Infrastructure – Public Transport Division,
Girl Guides Association (SA) Inc,
Lions International,
Office of Consumer & Business Affairs,
Primary Industries & Resources SA (PIRSA),
Rotary Club of Stirling,
Scouts Australia,
SA Ambulance Service,
SA Metropolitan Fire Service,
SafeWork SA,
The Showmen's Guild of SA,
South Australian Police,
South Australian Wine Industry Association,
St John Operations Branch, State Emergency Services,
TafeSA (Douglas Mawson Institute of Technology – School of Wool and Textiles),
TafeSA (Regency Institute – Regency Hotel School),
The University of Adelaide, and Urrbrae Agricultural High School.

John W Rothwell, Chief Executive, RACHS of SA Inc.
Adelaide, 17 March 2017

treasurer's report



Robert Snewin, Treasurer, RA&HS of SA Inc.

The operational result of \$2,092,623 after adjusting for investment results, amortisation of government grants (*) and depreciation is detailed below. Depreciation for the year of \$3,426,302 includes \$1,056,486 relating to assets funded by government grants. In a year of economic challenges both at state level and nationally, the Society has been able to achieve a strong result through forward thinking management of Society operations whilst maintaining prudent financial management policies.

The net deficit for the year of \$465,751 includes the impacts of unrealised losses on investments and annual depreciation on fixed assets.

	2016 \$'000	2015 \$'000
Net Deficit	(466)	(1,233)
Deduct investment results:		
Unrealised loss	(19)	(420)
Realised gain	267	100
Dividend Income	619	610
	(1,333)	(1,523)
Amortisation of Govt Grant over estimated life cycle of related assets (*)	1,056	1,057
Operational Result	(277)	(466)
Deduct depreciation on assets not funded by Govt Grant	2,370	2,381
Operational Result before depreciation	2,093	1,915

(*) In accordance with relevant accounting standards (AASB 120 'Accounting for Government Grants'), government grants received in 2007 and 2008 were recognised as income in the year the grants were received. However for analysis purposes these grants are amortised to income over the expected life of the related asset.

The operational result before depreciation is reflected in the positive cash flow from operating activities set out in the financial statements. After cash outflows from investing activities, the Society was able to achieve a significant net cash increase for the year. Revenue for the year increased marginally (2%) in comparison to 2015 whilst expenditure for the year was proactively managed with costs increasing 1% in comparison to 2015.

Capital expenditure for the year included the redevelopment of the Cooke Terrace Carpark (\$450K), improvements to the Brick Dairy (\$132K), a number of IT development projects (\$126K) and commencement of work on the North West Showground Precinct.

INVESTMENTS

After experiencing significant fluctuation in the first part of the year, the Society's investment portfolio remained solid recording an unrealised loss of \$18,573 for the year, reflecting increased confidence in global share markets. The portfolio is held as a hedge against extreme adverse Show conditions, recognising the importance of the Show to the Society's operations.

The Investment Committee met regularly during the year and, after considering advice from Macquarie Equities Limited, made a further net investment of \$184,382 in listed shares, consistent with the Society's policy to continue to build and strengthen the investment portfolio. Gross dividends of \$618,745 were received during the year.

The Board approved 20% of dividend franking credits (\$33,828) as donations to the Archives and Education Foundations, representing 10% for each foundation in addition to other donations made by the Society to the foundations.

INSURANCE

Premiums for 2016 were again below previous year levels at \$266,681, 10% below 2015 levels, primarily due to ongoing reduced rates secured on certain significant policies. A number of policies are secured through a process of group buying power in conjunction with certain other societies. In 2017 changes have occurred in the process with the result that premiums for 2017 have increased 20% over 2016 levels.

MANAGEMENT

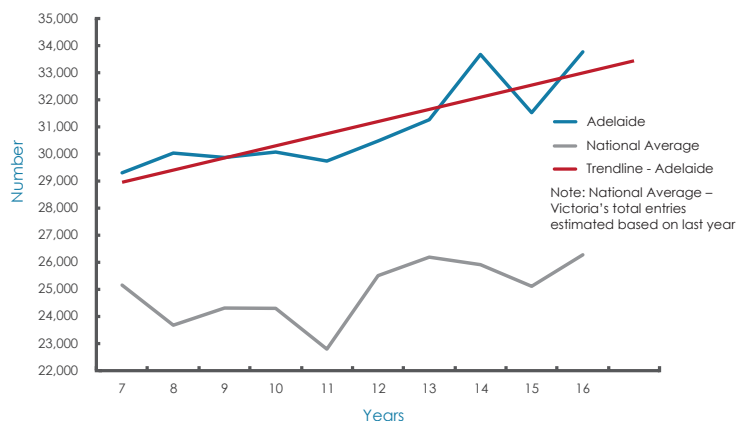
The Society is committed to sound financial management which allows it to fulfil its Charter and maximise its contribution to the success and promotion of Primary Industries in South Australia through the staging of events and rewarding excellence.

Robert Snewin, Treasurer, RA&HS of SA Inc.

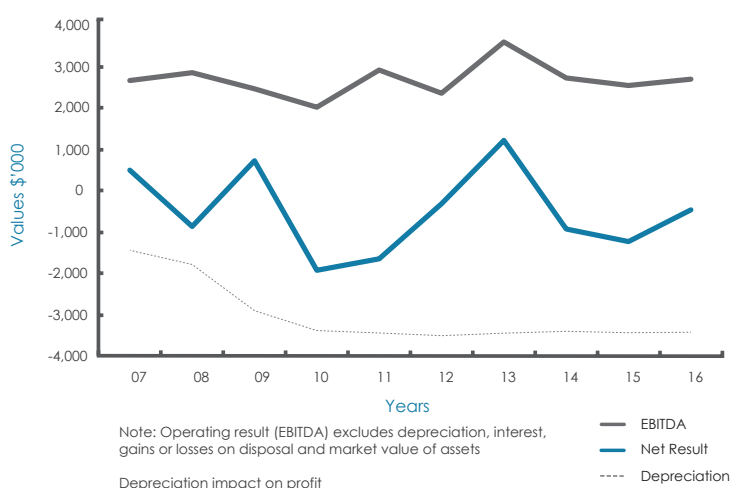
Adelaide, 17 March 2017

key statistics & achievements

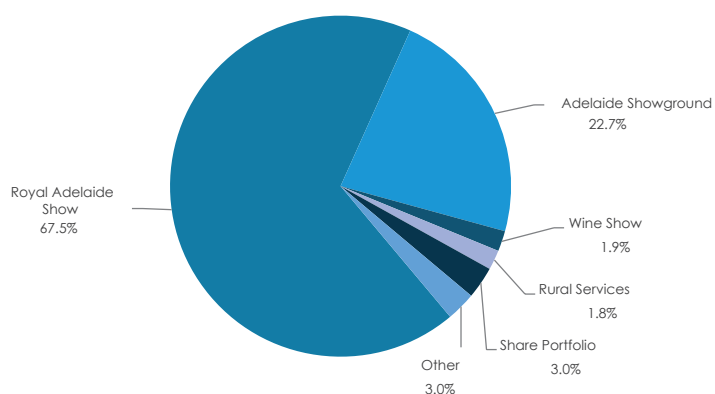
Competitive Entries 2007 to 2016



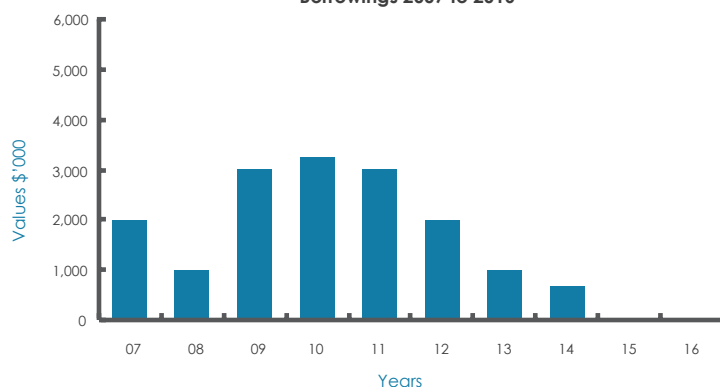
Financial Results 2007 to 2016



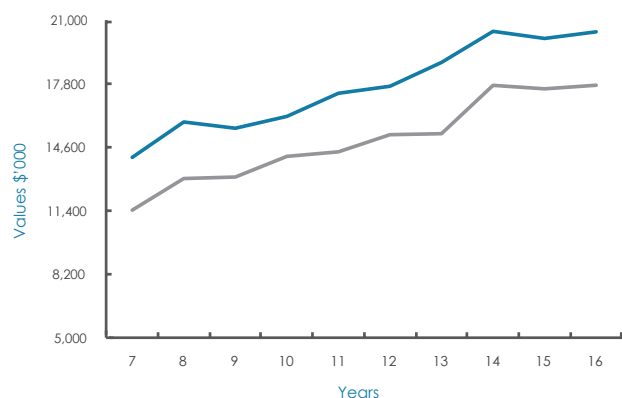
Revenue by Sector 2016



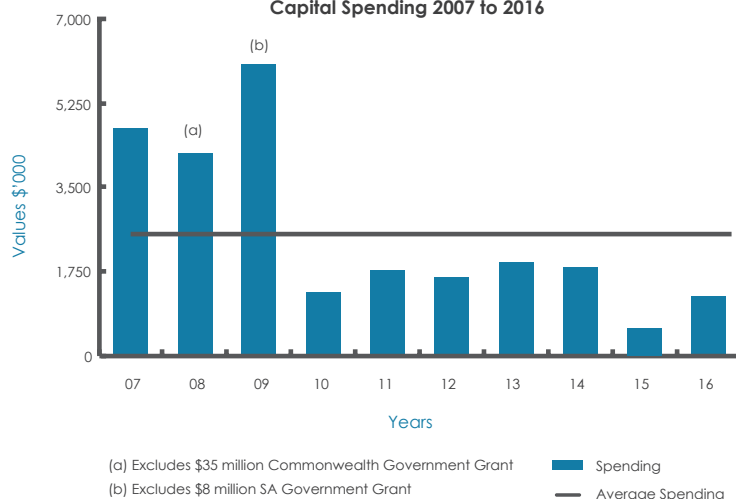
Borrowings 2007 to 2016



Revenue & Operating Expenses 2007 to 2016 (excludes depreciation and interest)



Capital Spending 2007 to 2016



financial statements

Statement of Profit or Loss and other Comprehensive Income For the year ended 31 December 2016

	<u>Notes</u>	<u>Year ended</u> <u>31/12/2016</u> \$	<u>Year ended</u> <u>31/12/2015</u> \$
Revenue from continuing operations	3	20,442,111	20,105,937
Other gains and losses	4	249,183	(320,373)
Administration expenses		(1,585,612)	(1,616,584)
Advertising and promotion expenses		(668,624)	(612,504)
Depreciation expenses		(3,426,302)	(3,438,309)
Employee benefits expense		(4,662,059)	(4,483,399)
Event expenses		(7,523,764)	(7,582,536)
Finance costs		-	(31,232)
Maintenance and service of grounds		(2,377,511)	(2,317,352)
Other expenses		(913,173)	(936,331)
Deficit for the year from continuing operations		(465,751)	(1,232,683)
Deficit For The Year		(465,751)	(1,232,683)
Total Comprehensive Deficit For The Year		(465,751)	(1,232,683)

Notes to the financial statements are included on pages 17 to 21

Statement of Financial Position
As at 31 December 2016

	Notes	As at 31/12/2016 \$	As at 31/12/2015 \$
<i>Current assets</i>			
Cash and bank balances	14	2,820,626	1,436,847
Trade and other receivables	5	1,168,832	686,587
Other assets	6	218,491	121,496
Total Current Assets		4,207,949	2,244,930
<i>Non-current assets</i>			
Other financial assets	7	8,928,157	8,646,136
Property, plant and equipment	8	81,060,341	83,356,968
Total Non-Current Assets		89,988,498	92,003,104
Total Assets		94,196,447	92,248,034
<i>Current liabilities</i>			
Trade and other payables	9	1,694,893	1,307,278
Provisions	10	686,765	504,285
Total Current Liabilities		2,381,658	1,811,563
<i>Non-current liabilities</i>			
Other liabilities	11	125,409	116,394
Provisions	10	236,811	401,757
Total Non-Current Liabilities		362,220	518,151
Total Liabilities		2,743,878	2,329,714
Net Assets		91,452,569	91,918,320
Equity			
Reserves	16	121,818	120,253
Retained surplus	17	91,330,751	91,798,067
Total Equity		91,452,569	91,918,320

Notes to the financial statements are included on pages 17 to 21

financial statements

Statement of Cash Flows For the year ended 31 December 2016

	<u>Notes</u>	<u>Year ended</u> <u>31/12/2016</u> \$	<u>Year ended</u> <u>31/12/2015</u> \$
Cash flows from operating activities			
Receipts from customers		20,657,036	21,279,431
Payments to suppliers and employees		(18,778,074)	(19,249,054)
Cash generated from operations		1,878,962	2,030,377
Interest paid		-	(31,232)
Net cash generated by operating activities		1,878,962	1,999,145
Cash flows from investing activities			
Payments to acquire financial assets		(1,035,909)	(689,439)
Proceeds on disposal of financial assets		851,527	426,779
Interest received		16,645	15,000
Dividends received		618,745	610,375
Payments for property, plant and equipment		(1,220,964)	(621,238)
Proceeds from disposal of property, plant and equipment		274,773	40,909
Net cash used in investing activities		(495,183)	(217,614)
Cash flows from financing activities			
Proceeds from borrowings		-	1,220,000
Repayment of borrowings		-	(1,900,000)
Net cash used in financing activities		-	(680,000)
Net increase in cash and cash equivalents		1,383,779	1,101,531
Cash and cash equivalents at beginning of the year		1,436,837	335,316
Cash and cash equivalents at end of the year	14	2,820,626	1,436,847

Statement of Changes in Equity for the year ended 31 December 2016

	<u>Notes</u>	<u>Retained Earnings</u>	<u>Donations & Bequests</u>	<u>Total Equity</u>
As At 31 December 2014		93,002,934	148,069	93,151,003
Total Comprehensive Deficit for the Year	17	(1,232,683)	-	(1,232,683)
Donations & Bequests	16	27,816	(27,816)	-
As At 31 December 2015		91,798,067	120,253	91,918,320
Total Comprehensive Deficit for the Year	17	(465,751)	-	(465,751)
Net transfer to reserves	16	(1,565)	1,565	-
As At 31 December 2016		91,330,751	121,818	91,452,569

Notes to the financial statements are included on pages 17 to 21

Notes to the financial statements
For the year ended 31 December 2016

1. Significant Accounting Policies

1.1 Financial Reporting Framework

The Royal Agricultural & Horticultural Society of SA Inc. (Society) is not a reporting entity because in the opinion of the Board there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs.

Accordingly, these special purpose financial statements have been prepared to satisfy the Board's reporting requirements under the Associations Incorporation Act 1985.

For the purpose of preparing the financial statements the Society is a not-for-profit entity.

1.2 Statement of Compliance

The financial report has been prepared in accordance with the Associations Incorporation Act 1985 and the recognition and measurement requirements, but not the disclosure requirements, specified by all Australian Accounting Standards and Interpretations.

1.3 Basis of Preparation

The financial report has been prepared on the basis of historical cost, except for certain non-current assets that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair values of the consideration given in exchange for assets. All amounts are presented in Australian dollars, unless otherwise noted.

Adoption of new and revised Accounting Standards

The Society has adopted all of the new and revised Standards and Interpretations issued by the Australian Accounting Standards Board (the AASB) that are relevant to its operations and effective for the current annual reporting period. Various other Standards and Interpretations were in issue but not yet effective at the date of authorisation of the financial report. The issue of these Standards and Interpretations will not affect the Society's present policies and operations. The Board is yet to assess the impact of these Standards and Interpretations on the Financial Statements of the Society.

The following significant accounting policies have been adopted in the preparation and presentation of the financial report:

a) Borrowings

Commercial Bills are recorded at an amount equal to the gross proceeds received. Interest expense is recognised on an accrual basis. Ancillary costs incurred in connection with the arrangement of borrowings are deferred and amortised over the period of borrowing. Commercial Bills, where the facility term is greater than twelve months and that are due to be repaid within the next twelve months, but that will be rolled over at the discretion of the Society, are considered to form part of the Society's long term financing and are recognised as non-current. Borrowing costs are recognised in profit or loss in the period in which they are incurred.

b) Employee benefits

A liability is recognised for benefits accruing to employees in respect of wages and salaries, annual leave and long service leave when it is probable that settlement will be required and they are capable of being measured reliably.

Liabilities recognised in respect of short-term employee benefits, are measured at their nominal values using the remuneration rate expected to apply at the time of settlement.

Liabilities recognised in respect of long term employee benefits are measured as the present value of the estimated future cash outflows to be made by the Society in respect of services provided by employees up to reporting date.

c) Financial assets

Investments are recognised and derecognised on trade date where purchase or sale of an investment is under a contract whose terms require delivery of the investment within the time frame established by the market concerned, and are initially measured at fair value, net of transaction costs.

Financial assets at fair value through profit or loss

The Society has classified certain shares as financial assets at fair value through surplus or loss. The financial asset is managed and its performance is evaluated on a fair value basis, in accordance with the Society's investment strategy and information is provided internally on that basis

Financial assets at fair value through profit or loss are stated at fair value, with any gains or losses arising on remeasurement recognised in profit or loss. The net gain or loss recognised in profit or loss is included in the 'other gains and losses' line item in the statement of comprehensive income. Fair value is determined in the manner described below.

Fair value of financial assets

The fair values of financial assets with standard terms and conditions and traded on active liquid markets are determined with reference to quoted market price.

financial statements

d) Goods and services tax

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- (i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or
- (ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

Cash flows are included in the statement of cash flows on a gross basis. The GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified within operating cash flows.

e) Impairment of assets

At the end of each reporting period, the Society reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

When it is not possible to estimate the recoverable amount of an individual asset, the Society estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

When an impairment loss subsequently reverses, the carrying amount of the asset (or cash generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

f) Income Tax

The Society is exempt from Income Tax.

g) Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee. All other leases are classified as operating leases.

Society as lessor

Rental income from operating leases is recognised on a straight-line basis over the term of the relevant lease. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised on a straight-line basis over the lease term.

Society as lessee

Operating lease payments are recognised as an expense on a straight-line basis over the lease Term.

h) Life Membership

The Society receives subscriptions from Life Members in full and recognises subscription income over a ten year period. The unearned portion of Life Membership income is recorded as a non-current liability.

i) Trade & other payables

Trade payables and other accounts payable are recognised when the Society becomes obliged to make future payments resulting from the purchase of goods and services.

j) Property, plant and equipment

Property, leasehold improvements, plant and equipment are measured at cost less accumulated depreciation and impairment. Cost includes expenditure that is directly attributable to the acquisition of the item. Depreciation is provided on property, plant and equipment, including freehold buildings but excluding freehold land.

Depreciation is calculated on a straight line basis so as to write off the net cost or other revalued amount of each asset over its expected useful life to its estimated residual value. Leasehold improvements are depreciated over the period of the lease or estimated useful life, whichever is the shorter, using the straight line method. The estimated useful lives, residual values and depreciation method are reviewed at the end of each annual reporting period.

The following estimated useful lives are used in the calculation of depreciation:

Buildings..... 20 to 50 years
Leasehold improvements..... 20 to 50 years
Plant and equipment..... 3 to 20 years
There were no changes to residual values of existing property,

k) Provisions

Provisions are recognised when the Society has a present obligation (legal or constructive) as a result of a past event, it is probable that the Society will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation. The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the end of the reporting period, taking into account the risks and uncertainties surrounding the obligation.

l) Receivables

Trade receivables and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as 'receivables'. Receivables are measured at amortised cost using the effective interest method, less any impairment. Interest income is recognised by applying the effective interest rate, except for short-term receivables when the recognition of interest would be immaterial.

m) Revenue Recognition

Revenue is measured at the fair value of the consideration received or receivable. Revenue from events is recognised only when the event has been presented.

Rendering of Services, including events

Revenue from rendering of services is recognised in the accounting period in which the services are rendered or the event is held. Royal Show gate revenue is recognised on the period when the Show is held.

Sponsorship and prizes

Income from sponsorships is recognised on an accrual basis in accordance with the substance of the relevant agreement.

Dividend and Interest revenue

Dividend income from investments is recognised when the Society's right to receive payment has been established. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate.

Donations and Bequests

Donations and bequests, including cash and assets, are recognised as revenue when the Society gains control, economic benefits are probable and the amount of the donation can be measured reliably.

n) Reserves – Trust and Bequest Funds

This reserve comprises balances of cash held in the bequests and prizes funds. Movement in the funds is represented by interest earned, payments of prizes and utilisation of bequests funds.

2. Critical accounting judgments and key sources of estimation uncertainty

In the application of the Society's accounting policies, which are described in note 1, management is required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

Judgments made by management in the application of the Society's accounting policies that have significant effects on the financial statements and estimates with a significant risk of material adjustments in the next year are disclosed, where applicable, in the relevant notes to the financial statements.

3. Revenue

The following is an analysis of the Society's revenue for the year from continuing operations, including investment income.

	31/12/2016	31/12/2015
	\$	\$
Exhibition space rental & selling rights	3,415,044	3,440,789
Royal Show space rental, selling rights etc	4,307,675	4,290,210
Royal Show ticket sales	5,448,409	5,277,487
Competitive entry fees & related charges	1,534,635	1,471,781
Catering & car parking	2,480,273	2,398,577
Rental income-property	262,634	250,035
Sponsorship & prizes	1,591,536	1,608,487
Interest received	16,645	15,000
Dividends received	618,745	610,375
Other	766,515	743,196
	20,442,111	20,105,937

4. Other gains and losses

Gain / (Loss) on disposal of property, plant and equipment	151,544	(547)
Net Gain / (Loss) arising on investment in shares	97,369	(319,826)
	249,183	(320,373)

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5. Trade and other receivables

	<u>31/12/2016</u> \$	<u>31/12/2015</u> \$
Trade receivables	949,907	533,217
Allowance for doubtful debts	(44,414)	(26,951)
	905,493	506,266
Goods and services tax (GST) recoverable	88,077	63,958
Dividend Imputation Credits receivable	126,581	116,363
Other	48,681	-
	<u>1,168,832</u>	<u>686,587</u>

Trade receivables

Allowances for doubtful debts are recognised against trade receivables over 90 days based on estimated irrecoverable amounts determined by reference to reasons behind default, past default experience of the counterparty and an analysis of the counterparty's current financial position.

6. Other current assets

Prepayments	70,788	72,124
Other	147,703	49,372
	<u>218,491</u>	<u>121,496</u>

7. Other non-current financial assets

Quoted investments carried at fair value	8,928,157	8,646,136
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Quoted investments are held for long term value appreciation as an informal security against adverse Royal Show event conditions.

Investment selection criteria focuses on stability and long term growth, with dividend income generally reinvested each year. The Society seeks advice from independent professional advisors prior to acquisitions. If the level of investment held is considered to be greater than that considered necessary to support the Society in the event of adverse conditions constraining operations, then funds may be invested in capital development projects.

8. Property, plant and equipment

<i>At carrying amount:</i>		
Freehold land and buildings	21,265,129	20,972,720
Leasehold improvements	48,872,553	50,595,209
Plant and equipment	10,922,659	11,789,039
	<u>81,060,341</u>	<u>83,356,968</u>

	Freehold land & buildings	Leasehold improvements	Plant & equipment	Total
<i>Cost</i>				
Balance at 31 December 2015	21,172,049	80,994,436	23,641,030	125,807,515
Additions	450,203	331,694	471,007	1,252,904
Disposals	(87,233)	-	(920,396)	(1,007,629)
Balance at 31 December 2016	<u>21,535,019</u>	<u>81,326,130</u>	<u>23,191,641</u>	<u>126,052,790</u>
<i>Accumulated depreciation</i>				
Balance at 31 December 2015	(199,329)	(30,399,227)	(11,851,991)	(42,450,547)
Depreciation expense	(70,561)	(2,054,350)	(1,301,391)	(3,426,302)
Elimination on disposal of assets	-	-	884,400	884,400
Balance at 31 December 2016	<u>(269,890)</u>	<u>(32,453,577)</u>	<u>(12,268,982)</u>	<u>(44,992,449)</u>

Certain freehold land and buildings have been pledged to secure borrowings of the Society. The Society is not allowed to pledge these assets as security for other borrowings or to sell them to another entity without prior consent of the lender.

9. Trade and other payables

	<u>31/12/2016</u> \$	<u>31/12/2015</u> \$
Trade payables	513,270	514,888
Goods and Services Tax (GST) payable	80,295	35,948
Other	1,101,328	756,442
	<u>1,694,893</u>	<u>1,307,278</u>

The Society has financial risk management policies in place to ensure that all payables are paid within the pre-agreed credit terms.

10. Provisions

	31/12/2016 \$	31/12/2015 \$
Employee benefits	923,576	906,042
Current	686,765	504,285
Non-current	236,811	401,757
	923,576	906,042

11. Other non-current liabilities

Life memberships	125,409	116,394
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12. Financing facilities

Secured commercial bill facility		
- Used	-	-
- Unused	5,000,000	5,000,000
	5,000,000	5,000,000

13. Related party transactions

Transactions between the Society and Board member related entities are trivial in nature and occur within normal customer/supplier relationship on terms and conditions no more favourable than those which it is reasonable to expect would have been adopted if dealing at arm's length in the same circumstances.

Members of the Board act in an honorary capacity and receive no remuneration or benefits from the Society for acting in that capacity. Employees involved in the management of the Society are remunerated on bases determined by relevant workplace agreements and/or industrial awards or commensurate with the duties and responsibilities required of the individual positions as approved by the Board.

14. Cash and cash equivalents

For the purposes of the statement of cash flows, cash and cash equivalents include cash on hand and in banks.

Balance at end of financial year	2,820,626	1,436,837
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15. Operating leases

The Society as lessee

The part of the Adelaide Showground, which is not held freehold by the Society, is subject to an operating lease at \$1 per annum rental until 24 March 2062. The Society does not have an option to purchase the leased asset at the expiry of the lease period.

16. Reserves

Balance at beginning of financial year	120,253	148,069
Interest earned	1,563	3,109
Expenses paid out	(6,584)	(33,675)
Donations and bequests received	6,586	2,750
Balance at end of financial year	121,818	120,253

17. Retained surplus

	31/12/2016 \$	31/12/2015 \$
Balance at beginning of financial year	91,798,067	93,002,934
Net deficit	(465,751)	(1,232,683)
Transfer (to) / from reserves	(1,565)	27,816
Balance at end of financial year	91,330,751	91,798,067

18. Remuneration of auditors

Audit of the financial report	17,050	25,392
Other advisory services	9,293	20,412
	26,343	45,804

19. Capital expenditure commitments

<i>Not later than 1 year</i>		
Leasehold Improvements	4,876,787	-

20. Contingent liabilities

The Society is not aware of any liability of a material nature that has not been provided for in preparation of the financial report.

21. Foundations

The Society operates two foundations.

Royal Agricultural & Horticultural Archives Foundation of South Australia Incorporated has been registered as a Tax Exempt Charity and Deductible Gift Recipient for Income Tax purposes. During the year ended 31 December 2016, the Archives Foundation generated total revenue of \$76,824 including \$65,232 in financial support by the Society and, after deducting operating expenses, reported a net surplus of \$26,968 which will be applied to future projects of the Archives.

Royal Agricultural & Horticultural Education Foundation of South Australia Incorporated has been self assessed as Income Tax Exempt. During the year ended 31 December 2016, the Education Foundation generated total revenue of \$102,745 including \$98,171 in financial support from the Society. After providing educational scholarships of \$64,606 and operating expenses of \$1,651, reported a net surplus of \$36,488.

The Society also created a Trust Deed for Royal Agricultural & Horticultural Scholarship Fund which has been registered as a Tax Exempt Charity and Deductible Gift Recipient for Income Tax purposes. During the year ended 31 December 2016 the Scholarship Fund generated total revenue of \$3,596 including \$3,531 in tax deductible donations. After providing educational scholarships of \$15,000, the fund reported a net deficit of \$11,404 which was supported by accumulated funds held. The balance of funds will be consolidated with future revenues and applied to scholarships for prescribed educational courses relating to agriculture, pastoral, horticulture or related industries.

board report

TO THE MEMBERS OF ROYAL AGRICULTURAL AND HORTICULTURAL SOCIETY OF SOUTH AUSTRALIA INC

In accordance with section 35(5) of the Associations Incorporation Act 1985, the Board of the Royal Agricultural & Horticultural Society of South Australia Inc hereby states that during the financial year ending 31 December 2016:

- (a) (i) no officer of the Society;
- (ii) no firm of which an officer is a member; and
- (iii) no body corporate in which an officer has a substantial financial interest,

has received or become entitled to receive a benefit as a result of a contract between the officer, firm or body corporate and the Society except for the following;

Transactions between the Society and Board related entities are trivial in nature and occur within a normal customer/supplier relationship on terms and conditions no more favourable than those which it is reasonable to expect would have been adopted if dealing at arm's length in the same circumstances.

- (b) no officer of the Society has received directly or indirectly from the Society any payment or other benefit of a pecuniary value except for the following:

Members of the Council act in an honorary capacity and receive no remuneration or benefits from the Society for acting in that capacity. Employees involved in the management of the Society are remunerated as determined by relevant industrial awards or workplace agreements commensurate with the duties and responsibilities required of the individual positions and approved by the Board.

This information is disclosed in the Financial Statements at Note 14 Related Party Disclosure. This report is made in accordance with a resolution of the Board.



Rob Hunt, *President, RA&HS of SA Inc.*
Adelaide, 17 March 2017



Robert Snewin, *Treasurer, RA&HS of SA Inc.*
Adelaide, 17 March 2017

statement by board

IN THE OPINION OF THE BOARD

- (a) The accompanying Financial Statements present fairly the results of the operations of the Society for the financial year and the state of affairs of the Society as at the end of the financial year; and
- (b) The Board has reasonable grounds to believe that the Society will be able to pay its debts as and when they fall due.

Signed in accordance with a resolution of the Board.



Rob Hunt, *President, RA&HS of SA Inc.*
Adelaide, 17 March 2017



Robert Snewin, *Treasurer, RA&HS of SA Inc.*
Adelaide, 17 March 2017

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AUSTRALIA



INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF ROYAL AGRICULTURAL AND HORTICULTURAL SOCIETY OF SOUTH AUSTRALIA INC

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Royal Agricultural & Horticultural Society of South Australia Inc. (the Entity), which comprises the statement of financial position at 31 December 2016, the statement of profit or loss and other comprehensive income and the statement of cash flows for the year then ended, and notes to the financial report, including a summary of significant accounting policies, and the statement by the board.

In our opinion the accompanying financial report presents fairly, in all material respects, the financial position of the entity as at 31 December 2016 and of its financial performance and its cash flows for the year then ended in accordance with the basis of accounting described in note 1.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Entity in accordance with ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion. We have obtained all the necessary information required in connection with our audit in respect to the financial year ended 31 December 2016.

Emphasis of matter – Basis of accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Royal Agricultural & Horticultural Society of South Australia Inc. to meet the requirements of the Associations Incorporation Act (SA) 1985 and is appropriate to meet the needs of the members. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Other information

The board is responsible for the other information. The other information comprises the information in the entity's annual report for the year ended 31 December 2016, but does not include the financial report and the auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon. In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Board for the Financial Report

The board is responsible for the preparation and fair presentation of the financial report, and have determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act (SA) 1985 and is appropriate to meet the needs of the members and for such internal control as the board determine is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the board is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

The board is responsible for overseeing the Entity's financial reporting process.

Auditor's responsibilities for the audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website (<http://www.auasb.gov.au/Home.aspx>) at: http://www.auasb.gov.au/auditors_files/ar3.pdf. This description forms part of our auditor's report.

BDO Audit (SA) Pty Ltd

G K Edwards
Director
Adelaide, 17 March 2017

our charter

The Royal Agricultural & Horticultural Society of South Australia contributes to the promotion and success of South Australia's primary industry through the staging of events and the rewarding of excellence.

- WHAT WE DO -

Promote and direct the Royal Adelaide Show ensuring its continued relevance to both industry and the community;
Educate the community about the importance of primary production to the South Australian economy
with emphasis on the everyday relationship between what we grow and what we consume;
Encourage and recognise excellence in agriculture and horticulture through
the staging of competitions, exhibitions and education programs, and
Manage a vibrant Showground and event and exhibition business hosting many corporate and public events.

- WE VALUE -

History – We value our historical origins and traditions;
Excellence – A culture of excellence is fostered to recognise the valuable contribution
of our members, councillors, volunteers and employees;
Health and Safety – A proactive approach and culture is exercised regarding work health and safety
to ensure the wellbeing of employees, public and environment;
Environment – As an environmental leader we strive to minimise the impact of our actions;
Reputation – We value our high standing within the South Australian community and the
iconic status of the Royal Adelaide Show;
Sound financial management – In a financially responsible manner we actively manage
and develop our portfolio of assets, and
Innovation – We embrace the future and the opportunities it presents.

- WE MEASURE OUR SUCCESS BY -

Competitive entries and general attendance at Royal Adelaide Shows;
The achievements of our event and exhibition business;
Monitoring our environmental footprint;
Our financial standards and industry benchmarks, and
Feedback from members, councillors, volunteers, exhibitors, sponsors, the media and general public.

society management chart

PATRON

His Excellency, the Honourable Hieu Van Le AO - GOVERNOR OF SOUTH AUSTRALIA

BOARD

Robert J Hunt - PRESIDENT & TRUSTEE	Robert L Snewin - TREASURER	Bruce F McFarlane - TRUSTEE	Hamish C Findlay
Andrew M Hardy - COUNCIL CHAIRMAN	Charlie M Downer - TRUSTEE	Andrew H Bone	Jock VE Gosse
Trevor G James - COUNCIL DEPUTY CHAIRMAN	Robert R Hart - TRUSTEE	Belinda A Cay	

CHIEF EXECUTIVE

John W Rothwell

EXECUTIVE COMMITTEE - INC. BOARD

Robert D Battams	Tim SG Buxton	Rob W Linn	Grant Octoman	Graham T Reu	Michael P Siebert
Ann L Bone	Nicola Feeney	Francis J McEvoy	Allan M Piggott	John Schutz	

COUNCIL

Thomas E Ashby	Timothy J Donaldson	Richard F Haynes	Ian A McGowan	John Schutz
Robert D Battams	Mark J Doecke*	Raelee J Hedger	Andrew J Michael	Mary Scruby
Claire A Bennett*	Brett Draper	Andrew R Hentschke	Andrew M Michael	Pamela K Seppelt
Keith A Bennett	Andrew Duncan	David J Hubbard	Joy Middleton	William A Seppelt
Michael C Blenkiron	Michael K Farmilo	Graeme P Hyde	David G Murphy	David R Shannon
Andrew H Bone	Nicola Feeney	Trevor G James	Dennis R Mutton	Emma K Shaw
Ann L Bone	Chris W Francis*	Peter Karytinios	Sid G Nicholls	Michael P Siebert
Howard J Bone	Raymond L Fiebiger	Sean J Kay *	Grant Octoman	Nicholas P Simpson
Felicity A Brake	Hamish C Findlay	David V Kerber	Brian Parker *	Peter P Smith
Graham R Brand	Anne Fletcher	Carol Knezevic	Allan M Piggott	Paul GC Smith
Bob Burdon	Greg Follett	Janet Kuys	Allan Potter	Robert L Snewin
Adrian G Burgess	Ken H Follett	Colin W Lessue	David N Read	Darryl K Squiers
Robert J Butler	Darryl W Freer	Rex L Liebelt	Bruce WA Redpath	Christopher J Thompson
Tim SG Buxton	Geoffrey Fuller	Cheryl L Liebich	Shane FJ Reidy	Glen L Trengove
Trevor Camac *	Michael C Gale	Trevor W Linke	Graham T Reu	A Nicholas Wadlow
Michael B Camac	Peter W Godden *	Rob W Linn	J William Richards	Alister AT Walsh
Belinda A Cay	Jock VE Gosse	Andrew J Lock	Heather Robertson*	Cheryl K Wandel
Adrienne J Clarke*	Susie E Green	Brian W Mahomet	William J Rowett	Mark A Williamson*
Matt LJ Cooper*	Jonathan S Hall	Francis J McEvoy	Nick L Ryan	John F Ziesing
David H Copping	Neville M Hallion	Bruce F McFarlane	Susan J Ryan	
Lachlan J Day	Andrew M Hardy	Richard J McFarlane	Edward Scott	
Fiona L Donald	Robert R Hart	Elizabeth M McGee	Ian B Sanders	*Ex-Officio

HONORARY LIFE MEMBERS

Gary T Campbell, AM	Walter H Duncan	Colin R Gramp, AM	The Hon Nicholas H Minchin	Rear Admiral Kevin Scarce, AC, CSC, RANR	Phillip E Withers
Jock G Duncan, AM	Richard W Fewster	Marjorie Jackson-Nelson, AC,CVO,MBE	Sir Eric J Neal, AC,CVO	Richard T Walsh, AM	

HONORARY COUNCILLORS

Brian TM Ashby	Ian B Digby	Colin R Gramp, AM	Alistair S Murray	Malcolm J Wandel
John S Ayers	John G Donaldson	Robert W Hamdorf	Dean M Pettman	Murray G Weston
Frank T Beauchamp	Jock G Duncan, AM	Robert F Haynes	Dr John C Radcliffe, AM	Glenys R White
Barrie J Beaumont	Walter H Duncan	Neil S Henderson	Trevor M Randford	Alan C Wilson
Thomas W Bowden, OAM	David L East	Leith C Jenkins, OAM	Lea C Richens	Phillip E Withers
Royce A Bowyer	Colin L Ekers	Robert A Jenssen	Mark F Robertson	Ronald J Wright
David M Cain, PSM	Richard G Fishlock	Philip L Laffer, AM	Gary Schulz	Ian L Young
Robin P Coleman	Richard W Fewster	Colin E Lienert, OAM	Michael JD Scott	James W Young
Robert M Crawford	David W Fechner	John H Lloyd	Karl J Seppelt, AO	
Owen F Croser	Alan L Freeman	Bruce W Lockier	Maxwell K Smart	
Alan V Davidson	Bryant L Giles	Robert J Lott	Colin J Tindall	
Graham PC Day	Peter S Gill	R Keith McFarlane	Richard T Walsh, AM	

our business partners & associates



The Adelaide Showground Farmers' Market has been operating since October 2006 and is South Australia's largest genuine farmers' market offering fresh local produce directly from the growers and producers. The market attracts around 6000 visitors each week to the Adelaide Showground.

On a weekly basis a Kids Club is held to promote healthy fresh food, and to teach children cooking and vegetable gardening skills. A demonstration kitchen is also utilised each week to promote a greater understanding of sustainable food production, the value of healthy fresh local food and to share recipes using market produce with market shoppers.

The Adelaide Showground Farmers' Market is operated by the Adelaide Showground Farmers' Market (ASFM) Inc. ASFM is a membership based, not for profit incorporated organisation, primarily funded by market membership. Currently over 2,500 South Australians are market members.

The market is held weekly on Sundays from 9am to 1pm at the Adelaide Showground and continues to grow and thrive in both visitation and stallholder numbers.

Elaine Ratcliffe, *General Manager*, Adelaide Showground Farmers' Market Inc.



Food South Australia values its partnership with the Royal Agricultural and Horticultural Education Foundation of South Australia, and its support for the South Australian Food Industry Awards Program.

This major industry program showcases premium food from our clean environment and acknowledges the talents and achievements of the people who are at the heart of the South Australian food industry. The Royal Agricultural and Horticultural Education Foundation of South Australia is sponsor of the Business Excellence Award, which recognises food businesses that set the benchmark for the food industry.

The continuing commitment and support of our sponsors enables Food South Australia to deliver a comprehensive awards program designed to identify and promote significant achievements and innovations in our industry to the wider community and industry stakeholders. We look forward to continuing our relationship with the Royal Agricultural and Horticultural Education Foundation of South Australia team and working together again next year on this exciting program.

Catherine Barnett, *Chief Executive Officer*, Food South Australia



2016 was an important year for the South Australian Merino industry as the Royal Agricultural and Horticultural Society of SA came in as partners with Merino SA to help put on the inaugural 'World Merino Insight', a six-day tour for Merino personnel to visit South Australia. Delegates got to see first-hand the Royal Adelaide Show as one of the major attractions of the Insight's program. We were delighted to host visitors from countries as diverse as; Zimbabwe, Uruguay, and Russia who descended on Adelaide to see our world-class competitions.

It might surprise most South Australians to find out that the world's highest-price per lot multi-vendor merino and poll merino sale happens right here at the Adelaide Showground during the Royal Adelaide Show. Sheep producers come from not only all parts of South Australia, but indeed interstate and overseas to attend the annual auction; which also happens to be a great spectacle for onlookers.

The South Australian Stud Merino Sheepbreeders' Association has enjoyed a long and fruitful relationship with the Royal Adelaide Show, which through competition has lent tremendously to the ongoing improvement of the breed.

The high standard of entrants put forward for judging is complemented by a well organised and reliable event.

For the Association, it is very handy to have such easy access to not only the Showground facilities, but also the staff throughout the year. It's been a great arrangement for many years, and will be for many years to come no doubt!

Cameron Hills, *Executive Officer*, Merino SA



O'Brien Catering Group has been the official Master Caterer at the Adelaide Showground since 2006 providing all aspects of catering at the venue including exhibitions, functions, intimate and large scale events such as the Royal Adelaide Show. The Adelaide Showground is a diverse precinct requiring varied catering solutions. O'Brien Catering Group is proud to be a long-standing partner of the Adelaide Showground.

Michael O'Brien, *Executive Director*, O'Brien Catering Group



Brand South Australia is a not-for-profit, member-based organisation that connects business, media and government to forge a prosperous future, and build positive perceptions, for our State. Key to this is the delivery of the I Choose SA campaign, Regional Awards, positive local stories and an extensive calendar of events that showcase the very best of South Australia.

The Royal Agricultural and Horticultural Society of South Australia is a proud Platinum Member of Brand South Australia, and worked closely with the team to deliver a number of key events in 2016.

In July, Brand South Australia supported the Adelaide Showground to deliver the Royal Adelaide Beer & Cider Awards in conjunction with the Beer & BBQ Festival. This was followed by the Royal Adelaide Wine Show Launch in August, which was the sixth year Brand South Australia partnered with the Royal Agricultural & Horticultural Society of SA for this event. Industry experts Andrew Hardy, Randall Cummins, Nick Ryan and Nick Carne presented on the night, providing guests with insight into the history of the Royal Adelaide Wine Show and the latest trends in the South Australian wine industry.

The Royal Agricultural and Horticultural Education Foundation of South Australia again sponsored the South Australian Regional Awards. In 2016 the Awards shined an even brighter spotlight on the regions by sharing positive stories on Inside South Australia throughout the year. This included an opportunity for the public to vote on the People's Choice Award. The new format resulted in greater exposure for the program and its sponsors.

Brand South Australia looks forward to continuing its relationship with the Royal Agricultural and Horticultural Society of SA in 2017.

Karen Raffan, *Chief Executive Officer*, Brand South Australia



Basketball SA has enjoyed yet another successful year of partnership with the Adelaide Showground at the Wayville Sports Centre, which continues to be one of our busiest basketball stadia.

The Rose Terrace venue hosts 140 adult social teams and 72 primary school miniball teams every week. On top of this, the venue is also home to one of SA's largest District Basketball Clubs (Forestville Eagles) who use the courts for home games, trainings and camps; and also manage the busy canteen and bar. On a weekly basis over 2,000 people participate in sport at Wayville Sports Centre.

Over the past year the venue has opened its doors to host a number of additional sporting events such as; The SA Police and Emergency Services social basketball competition; SA Country Junior and Senior Championships; St. Clair Christmas Carnival; the Adelaide Easter Classic; the West Adelaide Bearcats Basketball Carnival; the U18 National Championships; SAPSASA tournaments; and secondary school carnivals. The stadium also hosted the last five games of the 2015/16 WNBL season as the home venue for the MAC Adelaide Lightning (playing in the Women's National Basketball League).

Basketball SA appreciates the fantastic support of the Adelaide Showground in maintaining the Wayville Sports Centre as a major sporting venue and we look forward to continuing this strong relationship into the future.

Mark Hubbard *Chief Executive Officer*, Basketball SA



Co-Opera, performing high quality, accessible and entertaining opera at the Adelaide Showground for 25 years and continuing to share the riches of the operatic art form, as well as showcasing the talent and innovation of our South Australian artists and product, with people in rural and regional communities across Australia, and internationally.

Brian Chatterton OAM, *Artistic Director*, Co-Opera



THE SOCIETY

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