

Auctioneers Bernie Grant and James Tierney selling the Highest Priced Dog - \$27,000 Kimmy trained by Kahlee O'Leary from Dubbo.



Annual Report 2022

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Casterton Kelpie Association recognise the contributions to the annual report by photographers:
Tash Franko, Deb Nolte, Darryl Cram, Allen McCauley and Casterton News.



L-R: Giles Kent, Ellen Simpson, Rob Pilmore, Jack Matthews, Jarrod Alcorn, Karen Stephens, Rachel Jamieson, Sally Auld, Beryl Camerilli and Jane Shearwood.
Absent: Brian Burns, Samantha Hill, Darren Holmberg, Sharon McGrath, and Jo Ward.

2022 Executive Committee

President:

Karen Stephens

Vice President:

Robert Pilmore

Secretary:

Rachel Jamieson

Treasurer:

Samantha Hill

Working Dog Auction Coordinator:

Jarrod Alcorn

Infrastructure Coordinator:

Giles Kent

Catering Coordinator & Volunteer Coordinator:

Sharon McGrath
and Sally Auld

Committee Members:

Jack Matthews, Darren Holmberg,
Beryl Camerilli, Jo Ward,
Ellen Simpson and Jane Shearwood.

Life Members

The Casterton Kelpie Association thank everyone that has been involved throughout 2022, and if you would like to join the organising committee please have a chat to one of our members – everyone is welcome.

2006 **John Matthews**

Ian O'Connell

2007 **Nicky Holmberg**

2008 **Sharon McGrath**

2009 **Shirley Foster**

2010 **Karen Stephens**

2011 **Darren Holmberg**

2012 **Ann James**

2013 **Nancy Withers**

2015 **Maurice Faroe**

2019 **Brian Burns**





President Report

The Casterton Kelpie Association is the proud organising committee of the annual Australian Kelpie Muster comprising the Australian Premier Working Dog Auction and the Casterton Kelpie Festival.

The associations 'Mission Statement' is simple – 'to promote Casterton as the "Birthplace of the Kelpie" for the benefit of the Casterton community'. Each year our dedicated volunteer committee strives to ensure that we meet this goal.

After a two-year hiatus of no physical events due to the global pandemic we were really unsure what to expect. I must say being in the main street on Saturday morning early, it was very quiet but as the sun came up and the warmth touched us, the crowd built.

By the time our committee members raced up to the Australian Kelpie Centre to have an official 'committee photo' the crowd was building and by the time we turned around and made our way back to the Town Hall for the commencement of the Street Parade – to our amazement the crowd was suddenly huge!

IT WAS GAME ON!! The committee had everything in place and it was simply amazing and exciting feeling for all of us – the day was just outstanding with people engaging and smiling throughout the main street – people simply just enjoying what was on offer, having fun, soaking up the

atmosphere and so many kelpies!

The annual Street Parade provided the absolute best way to celebrate the opening of what was to be a magical day for all in attendance after restrictions of the global pandemic, it was full of colour and excitement.....and of course our special guests Frank Finger and Annie the kelpie from the ABC Muster Dogs series thrilled the crowd.

When I spoke with Frank Finger asking whether he would join us for the 2022 Australian Kelpie Muster, he never hesitated. He indicated that he had always wished to attend the event and would be pleased to join us – this was absolute feat given that he lives in central Queensland only 2,200kms from Casterton but this never phased him – thank you Frank!

When the ABC contacted the association requesting permission to film at this year's Kelpie Muster – to say we were a little overwhelmed to have ABC Breakfast, Lisa Millar and ABC Landline, Kerry Staight and ABC Muster Dogs all at the same event – and let's not forget Jermey Lee from our local ABC Radio in Warrnambool who has covered our event for many years, provided an entertaining outside broadcast again in 2022. How we love the ABC!

But of course, organising and supporting the needs of these special guests comes with many voluntary hours ensuring



that everything is in place for their visit – accommodation, timing, people to interview, photos and more photo locations – all promoting Casterton to the worldwide audience – but we did it!!

The Casterton Kelpie Festival got underway with the ever-popular Kelpie Dash getting everyone going with the excitement of seeing those Kelpies do the 50metre dash or not!

Then it's onto the famous Kelpie High Jump event – and again this year it didn't disappoint with a cliff hanger result for the eventual winner! Tegan Eagle with Cooper took out first place with a jump of 2.36m and later in the day Tegan was awarded the Kelpie Triathlon Winner, for the first time.

Throughout the day volunteers work tirelessly to ensure visitors had the best time and witnessed some exceptional activities whether that was the Kelpie Hill Climb, the Mutton Mayhem or the Stockmen's Challenge. Or maybe, the visitors favourite was the art display at the Town Hall organised by the Rotary

Club of Casterton there was something for everyone.

I sincerely thank each volunteer that gave 100% to ensure the festival ran smoothly.

On Sunday, the 26th annual Australian Premier Working Dog Auction was held at Island Park for the first time in two years. The crowd was exceptional with 53 quality working dogs on offer, we finished the auction with a total sale turnover of \$407,100 which is testament to our platform on the national market.

I believe that the Casterton Kelpie Association and our annual Australian Working Dog Auction have continued to build the platform recognising the value of the 'working dog' every day to farmers nationally and internationally through our auction, and we believe the prices received are realising the true value of working dogs to the everyday Farmer.



The Highest Priced Vendor 2022 went to Kahlee O’Leary from Dubbo who sold her kelpie, Kimmy for \$27,000 to young brother and sister duo Ashley and Lachlan Meaburn from Tasmania. Our auctioneers James Tierney and Bernie Grant were outstanding, with bids topping over \$10,000 on 14 occasions and selling dogs for over \$20,000 on three occasions.

To Rob Pilmore and Jarrod Alcorn congratulations on another successful auction. Giles Kent and Darren Holmberg your efforts in pulling the jigsaw puzzle together fitting the infrastructure into place each year is outstanding – thank you. To Sharon McGrath and Sally Auld for overseeing the huge catering task, you are amazing. To the office team Samantha Hill, Chris Munro and Rachel Jamieson well done.

Of course, our event would not proceed without the generous support of our valued sponsors and we thank our ‘naming right’ sponsor Eukanuba for entrusting us. The Glenelg Shire Council continues to sponsor the Australian Kelpie Muster each year through a Triennial Grant. Council’s ongoing assistance and guidance on matters such as compliance as we continue weaving our way through changes to the legislation since the global pandemic is invaluable.

To our local businesses that dig deep and provide either a financial contribution or in-kind support, we just couldn’t do it without you all pulling together with us and we thank you sincerely for your commitment to build the Casterton community through the Australian Kelpie Muster.

It has to be said there are always unsung heroes and for us that’s the local haulage businesses that quietly go about collecting sheep, hay and portable sheep yards and then returning each item to their rightful owners – never charging us for petrol or their time and as we all know with the price of diesel this is a huge commitment – so for those businesses that continue to go above and beyond, we are sincerely grateful for your generosity.

To our wonderful committee – congratulations to each of you on another successful year. Thanks for the laughs, the ribbing and good humour that makes being a part of the association such a pleasure. I thank you and your families for your dedication, energy and commitment to our event.

Yours sincerely,

Karen A Stephens

Casterton Kelpie Association, President

Treasurer's Report

Casterton Kelpie Association Inc
For the year ended 31 August 2022

One could say that 2021-22 proved to be an interesting financial year.

The cancellation of our 2021 event saw a number of things happen --- the first and most generous was Christine Kenyon's idea that those people who had purchased 'entry tickets' to attend the festival event donate their \$10 to the association. This resulted in over \$16,000 being donated to the association from our wonderful supporters.

Christine has been a keen visitor to the annual Australian Kelpie Muster for many years and we value all she does for our association and thank her sincerely.

CKA was also fortunate to receive \$25,000 funding from the Victorian State Government for the cancellation of our event in 2021 to cover committed overhead costs.

Each year the association donates funds back to those Community Groups that provide support through volunteering at our event.

With the kind donations received from the 'entry tickets' the association made the decision that we would forward these funds to the groups that support us – even though we didn't have an event, we still need them into the future and we need them to remain viable. And we appreciate, respect and thank them.

Samantha Hill

**Casterton Kelpie Association,
Treasurer**

INCOME	2022	2021	2020
TRADING INCOME			
Commissions income	28,497.00	20,902.00	-
Community support	1,800.00	-	-
Dog bowl and catering	5,530.20	-	-
Dog entry income	5,300.00	5,200.00	-
Festival event donations	420.00	-	-
Gate entry and ticket sales	7,270.00	12,393.50	-
Grant income	38,500.00	-	27,000.00
Membership fees income	80.00	120.00	-
Merchandise sales	15,130.33	3,361.21	2,517.50
Raffle tickets income	1,300.00	-	-
Sponsorship income	28,550.00	24,000.00	-
Stall and site fees income	2,440.00	-	-
Total Trading Income	134,817.53	65,976.71	29,517.50
COST OF SALES			
Closing stock	-	(10,151.80)	-
Total Cost of Sales	-	(10,151.80)	-
GROSS PROFIT	134,817.53	76,128.51	29,517.50
OTHER INCOME			
Interest received - Bendigo Bank	15.09	20.10	35.20
Total Other Income	15.09	20.10	35.20
OPERATING EXPENSES			
Accountancy	935.00	-	-
Advertising and marketing	17,097.32	7,687.87	702.92
Catering supplies and costs	1,854.60	-	-
Charges - Square	2,620.65	-	-
Community support, sponsorship and donations	8,900.00	-	4,200.00
Contract work	8,550.00	-	-
Contract work - secretarial	14,459.76	6,926.18	8,064.00
Depreciation expense	138.23	433.29	-
Donations	-	-	250.00
Eartags	-	-	735.35
Entertainment and catering - committee	493.00	-	-
Event entertainment & hire	9,809.32	-	-
Fire safety and brigade fees	-	-	500.00
Fuel and oil	1,398.26	-	-
General expenses	247.12	981.90	283.00
Insurance expense	5,701.23	5,701.23	5,701.23
Merchandise	1,150.65	12,860.10	-
Postage	613.00	899.00	199.80
Printing and stationery	567.83	83.30	345.37
Prizemonies	2,241.67	660.00	720.00
Registration fees	-	59.20	277.60
Signage	3,350.60	-	-
Subscriptions	107.00	2,950.98	88.68
Telephone and internet	30.00	150.00	-
Trophies, prizes and engraving costs	2,213.78	907.98	1,359.25
Website maintenance and hosting costs	1,349.60	650.00	680.00
Total Operating Expenses	83,828.62	40,951.03	24,107.20
NET PROFIT	51,004.00	35,197.58	5,445.50



Community Group Allocations

IN RECOGNITION OF SUPPORT BY INDIVIDUAL GROUPS

2021

Casterton 1st Scouts	\$1,000
Casterton Drags Club	\$300
Casterton District Historical Society	\$650
Casterton Fire Brigade	\$500
Casterton Golf Club	\$500
Casterton Tennis Club	\$100
Casterton Lions Club	\$500
Casterton Motorcycle Club	\$350
Casterton Old Community Courthouse Centre	\$300
Casterton Polocrosse Club	\$1,000
Casterton Sandford Football Netball Club	\$1,000
Casterton Vice Regal Band	\$500
Dergholm Social Club	\$500
Digby Merino Lions Club	\$500
Glenelg Pony Club	\$500
Sandford Social Club	\$100
Strathdownie Hall Committee	\$250

SCHOOLS

Casterton Primary School – voucher for art supplies local Newsagency	\$250
Casterton Secondary College (Ag Students– voucher Casterton Farm Supplies	\$500
Sacred Heart Primary School – voucher for art supplies local Newsagency	\$250

SPONSORSHIP

Casterton P&A Show Society (sponsorship for Working Dog Trial)	\$400
Casterton Rotary Club (sponsorship for Art Exhibition)	\$500

MAJOR BENEFICIARY 2021

Edgarley Assisted Living – Adult Playground	\$1,000
Casterton Memorial Hospital – Active Health Program	\$1,000
Financial	\$11,450
Vouchers	\$1,000

TOTAL

\$12,450



Checking those results to make sure we have them correct!



Claire Foster checking the list with Jack Matthews at the Kelpie Dash



Casterton Sandford Football Netball Club – Our Future volunteers.



Fraser Kent and Tom McGrath double checking the new height for the Kelpie High Jump.



Casterton Sporting Motorcycle Club in the Street Parade before cooking up a storm at the BBQ on Noss Road for the Stockmen's Challenge and Kelpie Hill Climb.



Tom McGrath and Giles Kent always at the ready to support any Kelpie at the High Jump.



Brianna Spratling



Casterton District Historical Society selling CKA Merchandise



Bridie Tierney has the Kelpie Hill Climb under control.



Casterton Young Farmers successfully did another Kelpie Hill Climb in 2022



Fraser Kent observing the scene



Shane Foster controlling the starting line at the Kelpie Dash



Casterton Fire Brigade volunteers getting ready to marshal the annual Kelpie Street Parade and then jump in those truck and join the parade. Later in the day the brigade is on hand to support the association with the cleaning of the street prior to opening again to traffic.



Sponsors 2022

The Casterton Kelpie Association is proud to partner with a number of sponsor's that ensure the continual growth of the Australian Kelpie Muster and further promote Casterton to the worldwide stage.

In 2022 we were honoured to have Eukanuba as our Naming Rights sponsor, to be able to work with such a professional team and promote good nutrition for working dogs was a pleasure.

Several of our sponsors are local businesses who stuck with our event throughout the covid period and for that we are truly grateful and, as a voluntary committee we sincerely value your ongoing support and commitment to the event.

For those sponsors from away that continue to support the Australian Kelpie Muster such as Elanco, the Australian Wool Innovation, SFM Asset Management, Fox & Lillee Rural and Naracoorte Travel & Cruise we value your financial contribution that enables us to continue to deliver the event.

The Glenelg Shire Council continues to sponsor the Australian Kelpie Muster each year through a Triennial Grant. Council's ongoing assistance and

guidance on matters such as compliance as we continue weaving our way through changes to the legislation since the global pandemic is invaluable.

Furthermore, council assists with the supply of rubbish bins, signage and the Parks & Gardens crew do an amazing task ensuring that all areas around town and at Island Park are at a high standard showcasing Casterton to visitors.

To our local businesses that dig deep and provide either a financial contribution or in-kind support, we just couldn't do it without you all pulling together with us and we thank you sincerely for your commitment to build the Casterton community through the Australian Kelpie Muster.

It has to be said there are always unsung hero's and for us that's the local haulage businesses that quietly go about collecting sheep, hay and portable sheep yards and then returning each item to their rightful owners – never charging us for petrol or their time and as we all know with the price of diesel this is a huge commitment – so for those businesses that continue to go above and beyond, we are sincerely grateful for your generosity.



Eukanuba™



JO WARD VET SERVICES



Working Dog Auction Chairman's Report



After two years of no physical auctions due to the global pandemic it was such a pleasure to look around the Working Dog demonstration arena and see so many people just watching and truly enjoying our Breeders work their dogs prior to the 26th annual Australian Premier Working Dog Auction.

Our hard work has continued over the last couple of years maintaining the momentum and energy and communicating with our Vendor's, sponsors and prospective purchasers. The catalogue this year was very good with 53 of the best working dogs Australia has to offer going to auction.

To say we are just a little bit proud to have broken yet another World Record clearing a total of \$407,000 for the auction would be an understatement. We successfully sold 46 dogs which gave us an average of \$8,848 overall.

Congratulations to Kahlee O'Leary on claiming the Highest Priced Dog in 2022 with Kimmy selling for \$27,000 to our youngest ever Purchaser's in brother and sister duo Ashley & Lachlan Meaburn from Tasmania, and Paul Macphail headed up the pups with the sale of 15-week-old Monty for an impressive \$6,000. We look forward to the continued support of these vendors next year.

Our association utilising the online AuctionsPlus platform provides the opportunity for purchasers across the world to join the auction and bid. Some interesting facts from this year's auction are that our catalogue was viewed 25,282 times and we recorded 2,009

bids online with 19 dogs successfully sold online from 174 active bidders.

It is clear that the agricultural sector sees the value in these hard-working dogs, with our auction attracting a growing buyer market. Our auctioneers James Tierney and Bernie Grant were outstanding, with bids topping over \$10,000 on 14 occasions and selling dogs for over \$20,000 on three occasions.

But of course, the auction wouldn't happen without the support of our sponsors and our volunteers and we thank local Vet Jo Ward for her services throughout the weekend ensuring we meet our compliance requirements.

To Giles Kent and Darren Holmberg who head up the infrastructure across the weekend – you do a mammoth task coordinating 1.5km of sheep yard fencing, hay, seating and the list goes on, simply thank you for all you both do.

To Sharon McGrath and Sally Auld for feeding the hungry hoards at the Dog Bowl. Ladies your organisation skills serving up delicious hot meals across the day whilst managing an army of volunteers is to be applauded.

Jarrold Alcorn, our Auction Coordinator and the office team, Samantha Hill, Rachel Jamieson and Chris Munro are to be congratulated for pulling it all together, ensuring that each Vendors needs were met and that each Purchaser walked away with what they wanted, thank you.

Rob Pilmore
WDA Chairman



ABOVE: Highest Priced Dog (L-R): Rob Pilmore CKA Vice President, Karen Stephens CKA President, James Tierney Auctioneer, Kahlee O'Leary Highest Priced Vendor with her kelpie Kimmy, Lachlan Meaburn and Ashley Meaburn, Highest Priced Purchasers, Bernie Grant, Auctioneer, Jarrod Alcorn, WDA Coordinator, and Frank Finger, ABC Muster Dogs.
LEFT: Paul Macphail with highest priced Pup \$6,000

26th Australian Premier Working Dog Auction Results 2022

Total Turnover \$407,100 | Highest Priced dog \$27,000 | Highest Priced pup \$6,00 | Average \$8,848

1	Justin Carlin	M	6 mths	P/ In	28	Justin Carlin	F	9 mths	\$6,000
2	Rod Hammond	M	6 ½ mths	P/ In	29	Cheryl Perkins	F	7 mths	\$3,800
3	Adrian Carpenter	F	10 mths	\$1,000	30	Rod Hammond	M	6 mths	\$6,000
4	Withdrawn				31	Paul MacPhail	M	5 mths	\$8,000
5	Craig Ogier	F	9 mths	\$6,100	32	Daniel Lutz	F	5 mths	\$4,500
6	Chris Venter	M	12 mths	\$10,800	33	Mitch Jubb	M	5 ½ mths	\$2,200
7	Tim Hall	M	13 mths	\$2,800	34	Tom Austin	F	5 ½ mths	\$12,000
8	Matt Maliki	M	13 mths	\$8,500	35	Ash Caruana	M	7 mths	\$5,500
9	Adrian Carpenter	F	1yr 9 mths	\$9,000	36	Sarah Lee	M	12 mths	\$24,000
10	Paul Macphail	F	9 mths	\$10,000	37	Withdrawn			
11	Matthew Devereux	F	1yr 10 mths	\$11,000	38	Jake Last	F	1yr 5 mths	\$4,600
12	Clint Shelton	M	1yr 10 mths	\$10,000	39	Matthew Devereux	M	1yr 11 mths	\$10,000
13	Ros Reynolds	F	2yrs	\$10,000	40	Tim Hall	M	3yrs 7 mths	\$13,000
14	Simon McGee	M	2yrs 2 mths	\$6,500	41	Justin Carlin	M	4yrs 9 mths	\$7,500
15	Ben Bowman	M	2yrs 7 mths	\$18,000	42	Adrian Carpenter	M	3yrs 10 mths	\$9,000
16	Kahlee O'Leary	F	2yrs 9 mths	\$27,000	43	Simon McGee	M	4yrs 3 mths	\$6,200
17	Craig Ogier	M	3yrs 2 mths	\$4,500	44	Damien Clifford	M	1yr 9 mths	\$10,500
18	Jacinta Whitfield	M	4yrs 9 mths	\$7,500	45	James Cairns	M	1yr 6 mths	\$8,500
19	Rod Hammond	F	5yrs 1 month	P/ In	46	Keilan Bamford	M	1yr 4 mths	\$7,500
20	Mark Ison	F	2yrs 9 mths	\$8,000	47	Wayne Glennie	F	13 mths	\$3,500
21	Jack Leonard	F	2yrs 3 mths	\$26,000	48	Adrian Carpenter	F	11 mths	\$4,400
22	Withdrawn				49	Kate Jubb	F	5 ½ mths	\$2,500
23	Clint Shelton	M	1yr 11 mths	\$10,00	50	Paul MacPhail	F	2yrs 4 mths	\$18,000
24	Christian Peacock	M	1yr 9 mths	\$11,500	51	Christian Peacock	F	13 weeks	\$2,600
25	Bree Cudmore	M	1yr 8 mths	\$13,500	52	Darren Holmberg	M	13 weeks	\$1,600
26	Neil Fitzgerald	M	1yr 3 mths	\$8,000	53	Paul MacPhail	M	15 weeks	\$6,000
27	Withdrawn								



Working Dog Auction Photo Gallery

Annual Report

Casterton Kelpie Association







Dog Bowl Catering

Planning for the 'Dog Bowl' catering in 2022 was both exciting and a little scary. No one knew how many would physically come to the working dog auction or how many would just simply watch online.

With succession planning always in our mind, a local lady Sally Auld had put her hand up back in 2020 to take over the role of Catering Coordinator for the Dog Bowl, but 2022 would be her first opportunity to see it all unfold, so after weeks of filling volunteer rosters, ensuring food orders had been checked and double checked, the weekend finally arrived.

On Friday, Sally Houlihan led the Strathdownie Hall ladies providing a fantastic morning tea and lunch for the hungry volunteers working at Island Park and the Stockman's Challenge, ensuring that all the infrastructure and equipment needed across the weekend was in place.

The Dog Bowl evolved across the next two days with equipment sourced from several district clubs and by Sunday morning we were ready for the Dergholm Social Club volunteers to start the breakfast shift.

Forty-five volunteers cooked and served hot roast lamb rolls, sausages, steaks, homemade biscuits tea and coffee and



the famous donuts. All that was left by 2pm, was some gravy, coleslaw and enough soup for the volunteers for dinner that night.

Sally Auld had worked through her first kelpie auction with flying colours. The logistics of providing Eftpos to our customers for our first year was stressful but with only a few glitches worked well. Availability of volunteers made us rethink our menu. Selling out straight after the lunch rush gave us the opportunity to be packed up and cleaned on Sunday, making the usual Monday clean up a lot easier for the organisers.

We refine the Dog Bowl every year but maintain our aim to provide a way for local groups to make money for their clubs in a happy stress-free environment, whilst still providing good quality food at a reasonable price for the visitors.

The atmosphere in the Dog Bowl is always happy and when Rick Henry puts a couple of windows in the western wall so we can watch the dogs - we will be set!

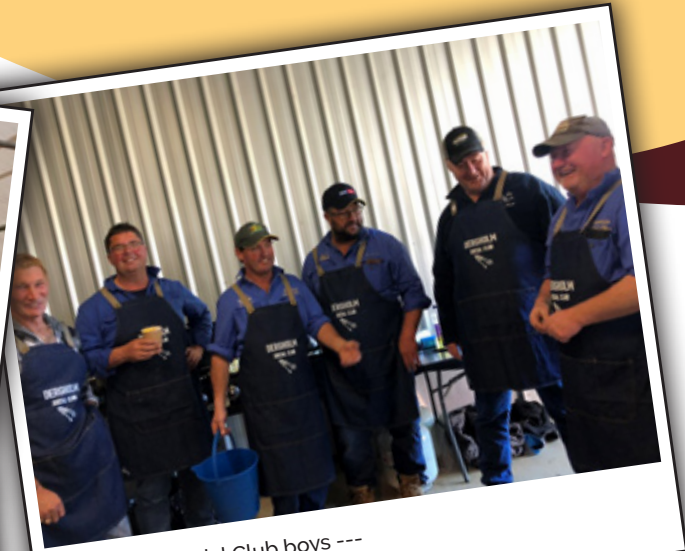
Sharon McGrath
Catering Coordinator
since the beginning!



^ Friday Volunteers after lunch at Island Park – Casterton Secondary College Ag Students standing across the front of photo with Frank Finger.



A great spot to catch up and enjoy the food



Dergholm Social Club boys ---
Cooking Up a Storm!



CKA Vice President Rob Pilmore checking the Dergholm Boys are on task!



Philip Cleary, keeping the line moving

Kelpie Triathlon

1st Teagan Eagle – Cooper – 80 Pts
 2nd Rob Wekenborg – Jet – 79 Pts
 2nd Frances Roberts – Thommy – 79 Pts
 3rd Daniel Van Etten – Buster – 71 Pts
 The Kelpie Triathlon covers the three main events – the Kelpie Dash, High Jump and the Hill Climb with entrants scoring a combined number of points across all three events to be named King of the Kelpies.



L-R Wayne Roberts, Thommy and Fran Roberts, CKA President Karen Stephens with Triathlon winner Teagan Eagle and Cooper.

Hill Climb

1st Frances Roberts – Thommy – 27.50s
 2nd Carl Beauglehall – Boof – 28.90s
 3rd Rob Wekenborg – Jet 29.70s



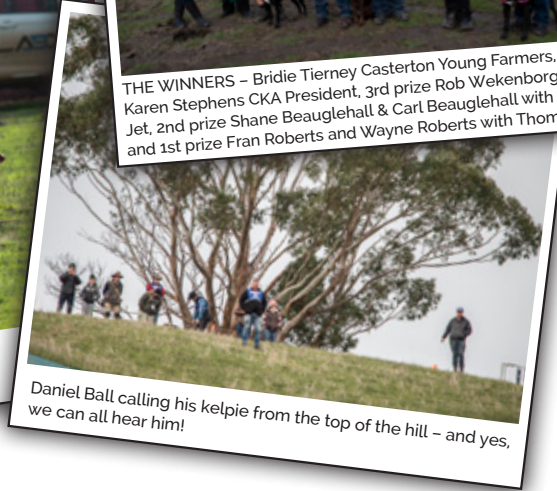
THE WINNERS – Bridle Tierney Casterton Young Farmers, Karen Stephens CKA President, 3rd prize Rob Wekenborg with Jet, 2nd prize Shane Beauglehall & Carl Beauglehall with Boof and 1st prize Fran Roberts and Wayne Roberts with Thommy.



Waiting our turn and Casterton Young Farmer volunteer fixing a stop watch.



Fran Lennox releasing Thommy – the ultimate winner!



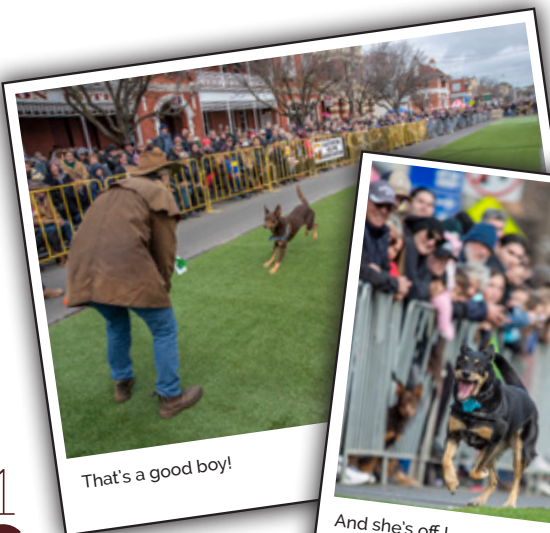
Daniel Ball calling his kelpie from the top of the hill – and yes, we can all hear him!

Annual Report

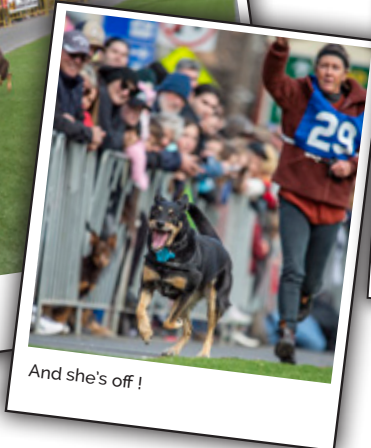
Casterton Kelpie Association

Kelpie Dash

1st Sarah McCutcheon – Bella 5.01s
 2nd Edward Bryant – Chops – 5.40s
 3rd Bevan Hill – Duke – 5.47s



That's a good boy!



And she's off!



AND THE WINNERS ARE - 3rd prize Bevan Hill with Duke, Emma Kealy MP Member for Lowan, 1st prize Sarah McCutcheon with Bella, CKA President Karen Stephens, 2nd prize Edward Bryant with Chops and CKA Life Member and Event Commentor Jack Matthews.

Stockmen's Challenge



Crowd from the bridge



CKA Vice President Rob Pilmore presenting the Winner's trophy.



Competitor's Line Up



CKA President Karen Stephens, CKA Vice President Rob Pilmore with 1st place winner, David Lee from Edenhope.

Street Parade

1st: Casterton Memorial Hospital

2nd: Combined Schools float – Casterton primary School & Sacred Heart primary School

3rd: Casterton Playgroup

The annual Kelpie Street Parade is sponsored by the Casterton Business & Development Association (CBDA) with entrants from across the community coming together adding vibrance and colour to start the days festivities.



1st prize Casterton Memorial Hospital – RUOK



2nd prize this year our two primary schools combined and developed a project of 'mutual recognition' and walked in the annual street parade together.



3rd prize Casterton Playgroup

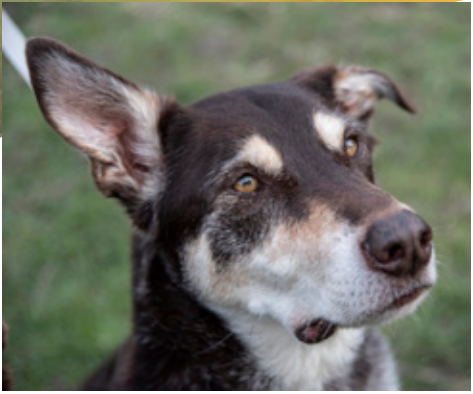
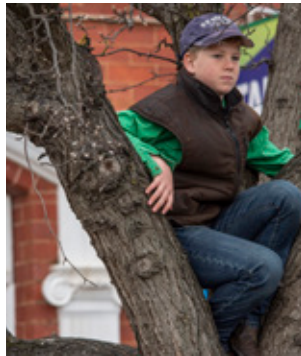
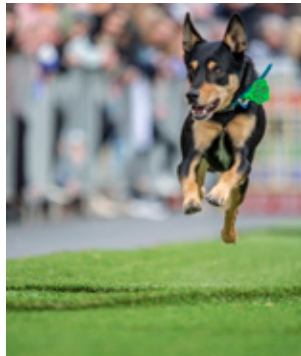


Photo Gallery





Special guests



FRANK FINGER AND ANNIE FROM ABC MUSTER DOGS

The ABC Muster Dogs series was one of the most viewed programs on TV in 2021. The Casterton Kelpie Association was thrilled to have the overall winner of the program Frank Finger and his prized kelpie Annie as our Special Guest for the Australian Kelpie Muster in 2022.

Frank travelled from his home base at Clermont in central Queensland with his son, Scott Finger and enjoyed a number of days at the Muster which had been a dream of his to attend and thought he might never get the chance.

Frank had the opportunity to catch up with Joe Spicer a local breeder and regular working dog auction Vendor at Casterton.



L-R ABC Muster Dog Breeder Joe Spicer, Scott Finger, Glenelg Shire CEO Greg Burgoyne, CKA President Karen Stephens and ABC Muster Dogs Frank Finger.



Frank Finger chatting with the Working Dog Auction Highest Priced Purchasers Lachlan Meaburn and Ashley Meaburn from Tasmania with Frank holding the pup he purchased at the auction.



CKA Vice President Rob Pilmore chatted with Frank Finger for a Q&A during a the lunch break.



Frank Finger and Annie took part in the annual Kelpie Street Parade on the back of a Ute driven by his son, Scott Finger – he was joined on the Ute with Rob Tuncks from Edenhope who appeared in the ABC Muster Dogs series training a kelpie called Lucifer – at the end of the series Lucifer is handed over to Frank to take home and train. This was the first time Rob had caught up with Lucifer since the filming of the ABC Muster Dogs series.

Joe bred the kelpie pups that were given to Handler's across Australia for the ABC Muster Dogs series.

Rob Tuncks from Edenhope was successful to be selected for the ABC Muster Dogs series and was training a pup called Lucifer and as we now know, Lucifer was then handed to Frank to train at the end of the series as Rob felt Frank would do a better job getting him to respond to commands and work with cattle.

Rob came to Casterton for the Australian Kelpie Muster spending time with Frank, Annie and Lucifer.

Glen Boss

Australia's famous jockey, Glen Boss joined us at the Kelpie Festival with buddy's NRL Mick Crocker and Tadhg Kennelly AFL Swans player and got up to some antics and enjoyed the day.

The High Jump event provided the perfect opportunity for Glen to put Tadhg through his paces to see if he could make it over the rail just like a kelpie!

Glen and the guys were in Casterton filming a new series called Bossy's Bucket List which will be released in 2023.





FOX & LILLIE
 PROCESSORS
 WOOL BROKERS
 EXPORTERS
RURAL

Photography Competition

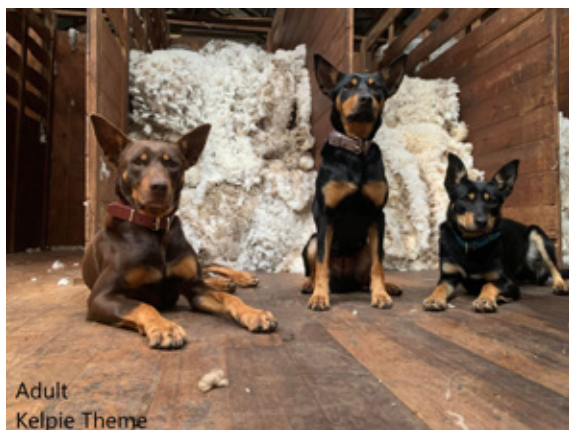
CHILDREN SECTION (under 16yrs)

- Your favourite Kelpie photo taken by nominated entrant.
- Kelpies at play photo taken by nominated entrant.



ADULT SECTION

- Kelpies at work photo taken by nominated entrant.
- Portrait of a Kelpie photo taken by nominated entrant.
- Kelpie Pup or Puppies photo taken by nominated entrant.
- Kelpie Theme photo taken by nominated entrant



Adult
Kelpie Theme





Art Exhibition

The Kelpie Acquisitive Art Award commenced in 2011 organised by the Casterton Kelpie Association's Ann James and Sharon McGrath. The association would transform the Casterton Town Hall into the most spectacular display of artworks from across the national.

Each year from 2011-2016 Artists were given the opportunity to take out the grand prize of being awarded the Kelpie Acquisitive Artist prize and have their artwork displayed at the Australian Kelpie Centre for all to enjoy.

The Casterton Kelpie Association handed over the running of the annual Kelpie Art Exhibition in 2016 to the Rotary Club of Casterton and they resurrected the annual Kelpie Acquisitive Art prize in 2019 which is now sponsored by the association to the value of \$2,000.

The 2022 Winner is Rebecca Hill with her painting 'The Old Boy'.

The association was thrilled to receive an offer from Artist, Tessa Dodds from Mannerim Victoria who kindly donated two paintings to the association to do with what we pleased. One painting was of a local kelpie 'Jess' owned by Jodie Foster of Boonaroo.

Over many years, Boonaroo directors Shane & Jodie Foster have been loyal supporters of our event and have gone above and beyond to assist and grow the Australian Kelpie Muster supporting our association no matter what. So it was fitting knowing how special this painting was and the association was given the unique opportunity to recognise Boonaroos' contribution of our event gifting the painting to Jodie as recognition of their long-standing support.



L-R Wally Walsh Casterton Rotary Club at rear, CKA Life Member Jack Matthews presenting the Tessa Dodds painting to Jodie Foster, Claire Foster and CKA President Karen Stephens.



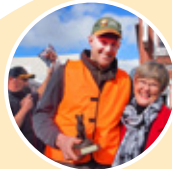
Annual John McGrath Volunteer of the Year Award

In 2015 we lost one of our most precious volunteers John "Cheify" McGrath.

The Casterton Kelpie Association stuck this award to recognise the significant contribution John made to the success and volunteering patronage of the Australian Kelpie Muster over many years.

John was a unique individual who was able to bring out the best in everyone, galvanise volunteer effort and pride, harmonise community volunteers whilst maintaining a productive, rewarding and enjoyable experience for all.

John was reliable, tireless, driven and held high expectations for our event and the quality of each activity or product that built and maintained our reputation. He strongly believed that the quality of what the event was able to deliver ensured Casterton was recognised on the regional, state, national and international agendas as 'Birthplace of the Kelpie' and home of the 'Australian Kelpie Muster'. The award recognises the selfless and dedicated contribution of volunteers who consistently support our event, forming enduring friendships, growing our event and building a better community.



2015
Giles Kent



2016
Neil 'Leary' Widdicombe



2017
Paul O'Brien



2018
Heather Gill



2019
Don Sims

2020 No event due to COVID-19

2021 Online auction only.



Ian Murphy

Above L-R Craig Matthews, Neil 'Leary' Widdicombe, Ian Murphy, Gary Carlin and Steve Carter with his son Alex in front circa 2000

2022 John McGrath Volunteer

In 2022 the John McGrath Volunteer of the Year Award goes to one of our longest serving stalwarts of our association.

Ian has always been there for us since the beginning and has his volunteer position booked for many years to come.

Ian was our very first transport operator ensuring that livestock was picked up and delivered on time and always maintained to the highest level of animal welfare and stakeholder relations with those who have, without question, regularly supported the association allowing us the privilege to use of their livestock, for our annual event.

Ian has always assisted with the set up and supported us with the design aspects of the yards for the Auction.

One of the most appreciated roles he plays happens after the completion of the demonstrations on auction day whilst the auction is in full swing - Ian and a small band of dedicated and energetic volunteers begin the arduous task of dismantling and packing up the demonstration yards, let out pens, the drafts and races and a mere 1.5kms of sheep panels!

Ian has been involved and whole heartly has supported the annual Working

Dog Auction each year since the very beginning providing support and guidance over livestock operation prior, during and after our event.

Ian is one of the most reliable, diligent and obliging volunteers we could wish to have on board. Always there, all day with his trusty associates in the let-out pens (Leary and Jacky) keeping the show on the road and on schedule come hail, rain or shine.

Ian then follows up with set up and pack up, a reliable contributor to this and many other regional events and community organisations.

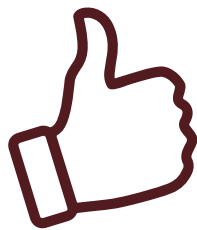
It is individuals such as Ian that the association appreciates - his reliability and willingness to ensure everything is in place and compliant continue to be pivotal for the success of the event.

Ian is one of our all-time respected and valued volunteers and one of the easiest calls to make when organising the weekend logistics and volunteer availability.

Ian is very much in the mould of the awards founder, John McGrath – the event will always go on - but it won't go on without him while there is role for him to fill.

Sincerely

Jack Matthews



Follows
Page likes
10,242

Social Media and promotions

Our biggest post for 2022 being Kahlee O'Leary as our Highest Priced Vendor for 2022 with the post reaching a whopping 86.2k viewers, 11.4k post engagements, 2.6k reactions and 285 comments.

Closely followed by our Australian Kelpie Muster is back on for 2022 with 35.9k reach, 3.6k post engagements, 1.5k reactions and 414 comments.

CKA also cracked the 10,000 followers mark in 2022 with 10,242.

Our page views:

- Shares 59.8%,
- Followers 28.6%
- Recommendations 11.5%

Page followers sharing our posts make up the majority of our page visits.



Women make up 64.9% and Men 35.1% with 13.6% being followers from Melbourne. Casterton 2.6%.

We also have followers from United States 1.7%, United Kingdom 0.9%, Brazil, Canada, Germany, Italy, South Africa making up 0.2% each and France 0.1%.

Posts total averaging 4k reach.

The Casterton Kelpie association separated the auction content from festival content in 2022, with the new page reaching 637 followers to date.



Reach
Auction result
86.2K



Print Media

NEWSPAPER ADVERTS



GLASS TROPHIES



A5 AUCTION FLYER



FESTIVAL PROGRAMS



POSTCARDS

POSTERS



ACTION BOOKLETS





Media coverage - Local

Winner, VCPA 2022 - OPEN

Best Social Media Campaign

- Kelpie Muster >>

The use of video to pre-promote the lift out was well executed and engaging. The use of puns and humour ("Ulti-Mutt Guide") was well done but importantly, not overdone. The audience engagement was overwhelmingly positive, and a high percentage of people reached, watched the videos. Linking back to photo sales as the call to action was also good. The campaign and subject matter would work effectively across multiple platforms.

The wrap up video captured the essence of the event.



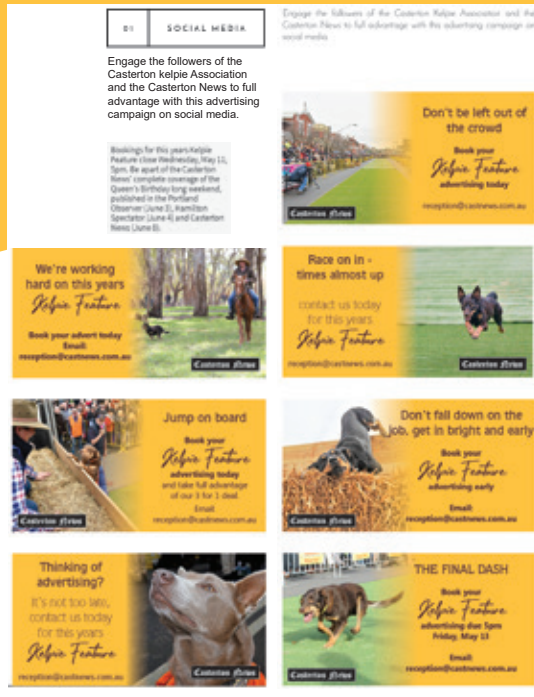
04 SOCIAL VIDEOS

The printing of the publication was featured in an advertising video on social media, promoting the editors it was featured in, and following the event with a gallery snap shot for photo sales.

Perfect timing - Who's ready for bone-fide fun! Don't miss the 12 page Ulti-Mutt guide. #kelpiefestival feature inside tomorrow's Casterton News. Bone Appetit!



What a paw-tastic weekend! Pick up tomorrow's edition of the @CastertonNews for the complete review. Did you get snapped by our puparazzi? You might feature - best pick up your copy.



01 KELPIE FEATURE

Based in two parts on the Casterton News, the Kelpie feature consisted of color advertising design, layout, photo design and photography content.

Shortlisted in 2022 Victorian Country Press awards, Best Feature under 1000 words.

02 KELPIE SOUVENIR

Printed on center page 10 out of 12 through thoughtful design captured a full local face, featured our best racing results and crucial planning kelpie fan.



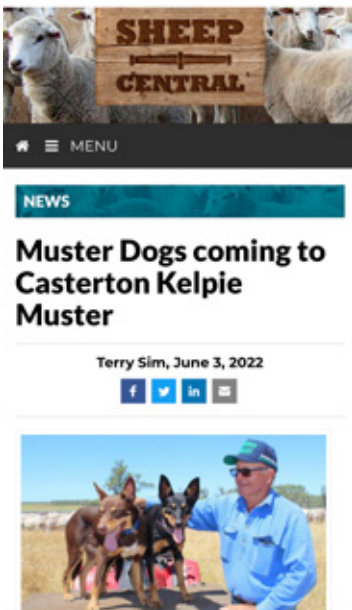
Media coverage



ABC Breakfast - Lisa Millar

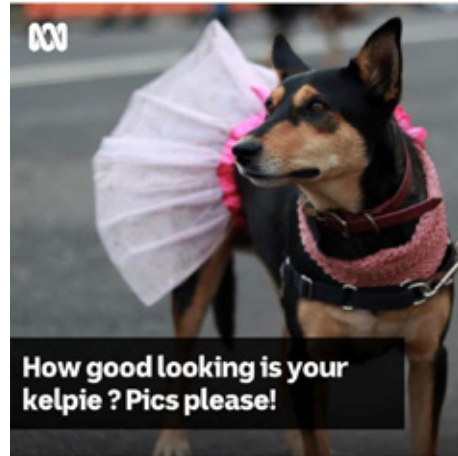


ABC Landline - Kerry Staight



ABC South West VIC
 9 Jun 2022 · 🌐

HEY! Come join us for brekky and our **LIVE BROADCAST** at the Casterton Kelpie Muster from 9AM on Friday 10th June, at **Element Cafe & Larder**. BYO Kelpie.
 TUNE IN: <https://www.abc.net.au/southwestvic/live>



How good looking is your kelpie? Pics please!

168 likes · 929 comments · 28 shares

