



**18 - 27 September 2010**  
Melbourne | Canberra | Sydney  
Plus Optional Pre & Post Congress Tours  
& International Young Peoples Program  
[www.worldsimmentalcongress2010.com](http://www.worldsimmentalcongress2010.com)

world   
**Simmental**  
congress  
Australia **2010**

**AUSTRALIAN SIMMENTAL - DESIGNING A PROFITABLE FUTURE**



# INVITATION TO ATTEND

Dear Colleague,

Australia will host the World Simmental Congress in Melbourne in September 2010.

I would like to take this opportunity to invite you, your partner, friends and industry colleagues to attend the 2010 Simmental World Congress.

Many international and Australian delegates are expected to attend this important event to increase their knowledge of Simmental cattle and the Australian beef cattle industry.

The Congress and the pre and post Congress tours will include a range of activities to inform and entertain delegates.

The program will focus on the role of Australian Simmental in maximising enterprise profitability, especially through crossbreeding. It will also cover topics on innovations in cattle genetics, stud and commercial herd breeding, product quality, management technology and marketing.

The Congress will be held in conjunction with the Simmental Feature Breed Judging at Royal Melbourne Show.

A special Congress feature will be an International Young People's Program.

We invite you to enjoy the Welcome Reception, interactive networking sessions, a Congress dinner, a themed Australian farewell dinner, partners program during the Congress and other tour events.

In addition, the overall Congress program will provide a memorable rural Australian experience and an insight into Australia's hidden wonders and attractions as delegates journey through a diverse range of terrain, cultures and environments.

We look forward to welcoming you to the 2010 Congress.

Kind regards,



**Bill Almond**, Chairman, 2010 World Simmental Congress



## OVERVIEW - CONGRESS PROGRAM AND TOURS

### **Congress Program** (Melbourne, Canberra, Sydney)

> Including WSFF Meetings, Technical Session and Simmental Feature Breed Judging, at Royal Melbourne Show

September 18 – September 27

### **International Young People Program**

(Melbourne, Wagga, Sydney)

September 18 – September 27

### **Youth Program** (Melbourne only)

September 18 – September 23

### **Pre Congress Tours**

Option 1 (Western Australia & Northern Territory)

September 11 – September 18

Option 2 (Victoria, South Australia & Northern Territory)

September 10 – September 18

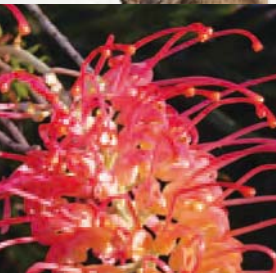
### **Post Congress Tours**

Option 1 (North Queensland)

September 27 – September 30

Option 2 (New Zealand)

September 27 – October 4



# CONGRESS PROGRAM (18 - 27 SEPT, 2010)



MELBOURNE | CANBERRA | SYDNEY

## Saturday September 18

Delegates and partners arrive in Melbourne (independently or with pre-tour). Free day to explore or relax.

**Evening:** Welcome Reception and light dinner.

**Overnight:** Melbourne.

## Sunday September 19

Registrations open from 12 noon.

**Morning:** Optional visit to Queen Victoria Markets.

**Late morning:** Congress delegates depart for Yarra Valley tour with lunch at Healesville Wildlife Sanctuary.

**Afternoon:** Visit to a cheese producer and/or other local producers.

**Evening:** Dinner at a local winery or restaurant to showcase regional Victorian food.

Return to Congress hotel.

**Overnight:** Melbourne.

## Monday September 20

World Simmental Fleckvieh Federation Council and committee meeting all day (includes lunch).

Optional program (refer to registration form for cost).

Optional tour: Melbourne city overview including Botanic gardens, National gallery of Victoria, then travel south to Werribee for lunch and visit to historic Werribee Park homestead and farm as well as Victorian State Rose garden.

**Evening:** Cocktail reception for congress delegates at Parliament House hosted by Victorian Ministry of Agriculture.

**Overnight:** Melbourne.

## Tuesday September 21

18th WSFF Regular Members Meeting followed by the Technical Program, including technical and sponsor presentations and a presentation from Germany on the 2012 Congress.

**Afternoon:** Free time.

**Evening:** Buffet dinner.

**Overnight:** Melbourne.

## Wednesday September 22

**All Day:** Simmental Judging at the Royal Melbourne Show, Melbourne Showground. Light lunch served in judging area for delegates.

**Evening:** Congress Dinner in the Olympic Room, Melbourne Cricket Ground (MCG) with special guest speaker.

This is grand final week for Australian Rules Football

**Overnight:** Melbourne.

## Thursday September 23

**Morning:** Depart hotel for Simmental herd visit north of Melbourne, including morning tea, before proceeding to Yarra Glen for a Simmental stud visit and lunch.

**Afternoon:** Travel north to Albury/Wodonga.

**Evening:** Beef dinner in Albury.

**Overnight:** Albury.

## Friday September 24

Tour to historic township of Beechworth, and wine region of Rutherglen. Wine tasting and luncheon at district winery.

**Evening:** Dinner in Albury.

**Overnight:** Albury.

## Saturday September 25

Early morning departure for Canberra with Simmental stud visit and lunch en-route.

**Afternoon:** Tour of Canberra.

**Evening:** Dinner in Canberra.

**Overnight:** Canberra.

## Sunday September 26

**Morning:** Depart Canberra for Sydney.

**Afternoon:** Free time to explore Sydney.

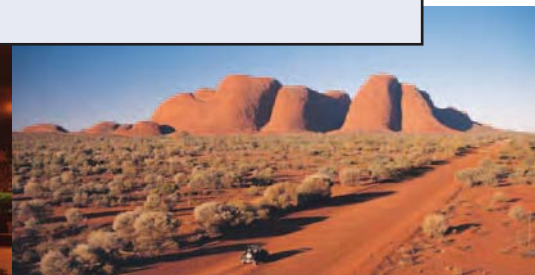
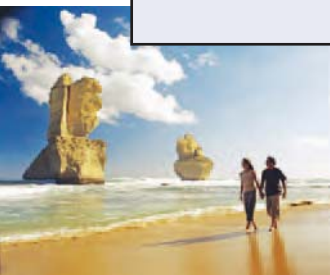
**Evening:** Sydney Harbour Farewell Dinner Cruise.

**Overnight:** Sydney.

## Monday September 27

**Morning:** Breakfast and Congress conclusion.

Departure for optional Post-Congress Tours to Queensland or New Zealand.



Wednesday September 22 - MELBOURNE

MELBOURNE



## SIMMENTAL FEATURE BREED JUDGING AT ROYAL MELBOURNE SHOW

This will be the largest display of Simmentals in Australia. Members from throughout the country will be transporting their best animals very long distances for exhibition at this prestigious World Congress Show.

A high profile international judge will preside over the judging of these high quality Simmentals, providing delegates with a memorable spectacle.

Judging will be a full day activity, to be followed by the formal Congress Dinner at the renowned Melbourne Cricket Ground (MCG) dining room.



## ROYAL MELBOURNE SHOW

The Royal Melbourne Show is Victoria's longest running, annual public event. Conducted by The Royal Agricultural Society of Victoria, it attracts on average around half a million visitors each year. In 2010 the Show will celebrate 155 years and will be held from 18 - 28 September.

The Show brings the best of the country to the city. It provides visitors with a chance to experience the best Victoria has to offer in agricultural competitions and exhibitions, rural lifestyle, entertainment, food, beverages, showbags and carnival rides and games.

The Beef Cattle event, incorporating stud cattle, junior judging, parading, auctioneering and hoof and hook competitions, is conducted in the Livestock Pavilion at the Melbourne Showgrounds. Judging rings, cattle stalls and industry displays are positioned within the 10,000 square metre building.

The Royal Agricultural Society of Victoria has pleasure in welcoming World Simmental Congress delegates and friends to participate in and view the Simmental Feature Show. Judging will be held on Wednesday 22 September from 9 am, with a light lunch served for delegates.



**RASV**  
The Royal Agricultural  
Society of Victoria

**ROYAL  
MELBOURNE  
SHOW**

# PRE CONGRESS TOURS OVERVIEW

## OPTION 1: 8 Day Tour - Western Australia & Northern Territory

### Saturday September 11

Arrive Perth.

Free day to explore the city. Overnight: Perth.

### Sunday September 12

Depart Perth for Simmental herd inspections in the Williams, Mount Barker and Denmark areas.

Lunch at the Williams Woolshed.

Sponsored dinner at Naracoopa.

Overnight: Albany.

### Monday September 13

Early departure after breakfast for a spectacular tree top walk in the Valley of the Giants.

Sponsored lunch at Bridgetown.

Afternoon Simmental stud visit before dinner.

Overnight: Beach resort area of Busselton.

### Tuesday September 14

Leisurely morning at Busselton, before departing for stud herd visit and sponsored lunch at Margaret River.

Afternoon tour of wineries in the famous Margaret River region. Travel North for overnight, near Perth.

### Wednesday September 15

Transfer to Perth Airport for flight to Uluru (Ayers Rock) in the Northern Territory. Join with Pre-Tour Option 2 group and complete remaining tour together.

Explore Uluru (Ayers Rock) and the Olgas.

Overnight: Uluru (Ayers Rock).

### Thursday September 16

Travel from Uluru (Ayers Rock) to Kings Canyon.

Take a trek through the picturesque Kings Canyon, and undertake outback cattle visits and sightseeing.

Overnight: Kings Canyon.

### Friday September 17

Travel from Kings Canyon to Alice Springs. Tour this famous outback centre, including The Flying Doctor Air Base and the outback School of the Air. Tour will include world famous Alice Springs Desert Park.

Overnight: Alice Springs.

### Saturday September 18

Late morning flight from Alice Springs to Melbourne, Victoria.

## OPTION 2: 9 Day Tour - Victoria, South Australia & Northern Territory

### Friday September 10

Arrive Melbourne. Overnight: Melbourne.

### Saturday September 11

Morning: Leisurely tour of Melbourne.

Afternoon: Travel to Torquay via Bellarine Peninsula (with Simmental herd display & lunch). Overnight: Torquay.

### Sunday September 12

Tour along the spectacular Great Ocean Road, with herd visit en route. Travel on to Mt Gambier in South Australia for a traditional Aussie bush barbecue dinner.

Overnight: Mt Gambier.

### Monday September 13

Local Simmental cattle display before departing Mt Gambier. Visit the famous Blue Lakes before travelling to the wine region of Coonawarra for a winery visit with lunch and wine tasting.

Afternoon stud visit & on-farm dinner.

Overnight: Naracoorte.

### Tuesday September 14

Breakfast, then morning Simmental herd visits.

Simmental display and dinner at historic Hahndorf.

Continue to Adelaide. Overnight: Adelaide.

### Wednesday September 15

Fly from Adelaide to Uluru (Ayers Rock) in the Northern Territory. Join with Pre-Tour Option 1 group and complete remaining tour together.

Afternoon: Explore Uluru (Ayers Rock) and The Olgas.

Overnight: Uluru (Ayers Rock).

### Thursday September 16

Travel from Uluru (Ayers Rock) to Kings Canyon.

Take a trek through the picturesque Kings Canyon and undertake outback cattle visits and sightseeing.

Overnight: Kings Canyon.

### Friday September 17

Travel from Kings Canyon to Alice Springs.

Tour this famous outback centre, including The Flying Doctor Air Base and the outback School of the Air. Tour will include world famous Alice Springs Desert Park.

Overnight: Alice Springs.

### Saturday September 18

Late morning flight from Alice Springs to Melbourne, Victoria.



# POST CONGRESS TOURS OVERVIEW

## OPTION 1: 4 Day Tour - North Queensland plus Australia's Barrier Reef

### Monday September 27

Depart Sydney for flight to Cairns.  
Transfer to Tjapukai Aboriginal Cultural Park for lunch.  
Afternoon: Journey on the Skyrail to the village of Kuranda. Free time to explore Kuranda.  
Return to hotel, located right on the Cairns Esplanade.

### Tuesday September 28

Morning: Embark on the cruise vessel "Ocean Spirit" to one of the marine wonders of the world, The Great Barrier Reef.  
Under-water coral viewing, snorkelling and lunch all included.  
Optional Scuba Diving is available for those qualified.  
Afternoon: Return to hotel.

### Wednesday September 29

Morning: Trip to the famous Cape Tribulation, Daintree and Mosman Gorge.  
Take a Guided walk through some of the most pristine rainforest in Queensland.  
Enjoy lunch in a beautiful rainforest setting.  
Afternoon: Take a river cruise, among other activities available.

### Thursday September 30

Breakfast at hotel.  
Free time at your leisure before transferring to Cairns airport for your homeward flight.  
Please note: Individual extensions are optional.

## OPTION 2: 8 Day Tour - New Zealand

### Monday September 27

Direct flight from Sydney to Queenstown (South Island)  
A representative from Simmental NZ will meet you at the airport. Transfer to lakeside hotel.  
Evening: Welcome dinner. Overnight: Queenstown.

### Tuesday September 28

Morning: Visit Arcadia Station, a high country station running commercial Simmentals.  
Lunch at a classic kiwi country style hotel.  
Afternoon: Free time, for a jet boat ride, lake cruise or forest walk. Evening: Free time. Overnight: Queenstown.

### Wednesday September 29

Morning: Travel to Dunedin with stud visits and lunch en-route  
Afternoon: Flight from Dunedin to Nelson, an important horticultural area. Overnight: Nelson.

### Thursday September 30

Morning: Stud visit with lunch on farm. Later fly to the wine region Napier - the fruit basket of New Zealand.  
Wine tasting included with dinner. Overnight: Napier.

### Friday October 1

Morning: Tour Napier. Depart for the river city of Whanganui with stud visits and lunch included.  
Dinner provided en-route to Whanganui.  
Overnight: Whanganui.

### Saturday October 2

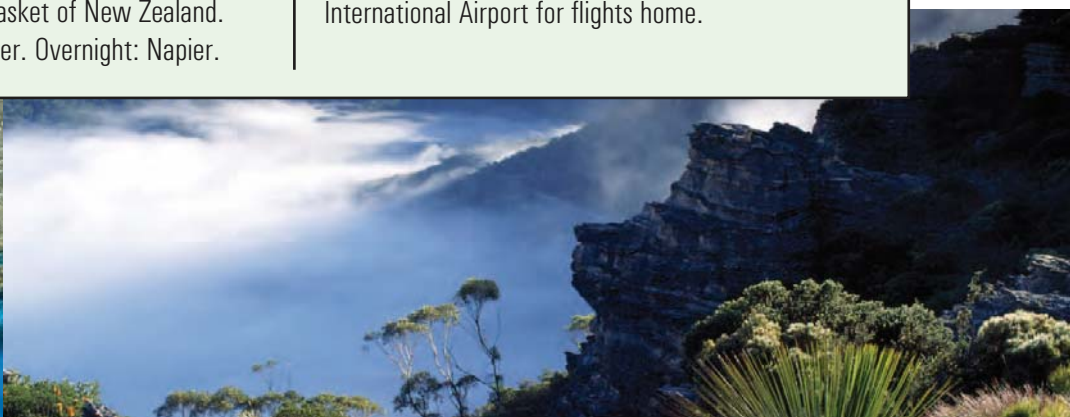
Morning: Travel north to the Maori cultural and geothermal area of Rotorua, with stud visit and lunch en-route.  
Evening/Dinner: Traditional Maori hangi (feast) and entertainment. Overnight: Rotorua.

### Sunday October 3

Stud visit today and also a trip to Te Puia - a unique Maori cultural and geothermal area.  
Evening: Farewell finale - dinner show in historic Blue Baths building. Overnight: Rotorua.

### Monday October 4

Final stud visit with lunch, before transfer to Auckland International Airport for flights home.



# CONGRESS HIGHLIGHTS AND UPDATES

Please check the Congress website for important updates to the following Congress segments. These are under development and will be published by November 30, 2009

[www.worldsimmentalcongress2010.com](http://www.worldsimmentalcongress2010.com)

September 21 MELBOURNE

## WSFF MEETING AND TECHNICAL PROGRAM

This half day program will include the 18th WSFF Regular Members Meeting followed by a Technical Program featuring interesting and informative technical and sponsor presentations and a presentation from Germany on the 2012 Congress.

Lunch will be provided. Afternoon: Free time. Evening: Buffet dinner at hotel.

September 18 - 27 MELBOURNE, WAGGA, SYDNEY

## INTERNATIONAL YOUNG PEOPLE PROGRAM

A special Congress program designed for young Simmental enthusiasts aged 18 to 30 years.

Focussing on leadership development, participants will enjoy an innovative, educational and fun packed program of activities.

September 18 - 23 MELBOURNE

## YOUTH PROGRAM

A program of Congress related activities is being designed for young Simmental enthusiasts aged under 18 years. Packed with cattle handling, parading, cattle judging and other activities, participants will enjoy a special Simmental focused program full of education and fun.

## DESTINATION INFORMATION

### AUSTRALIA

Australia is located in the Southern Hemisphere where seasons are opposite to Europe. Australia comprises the mainland, the island of Tasmania and numerous smaller islands in the Indian and Pacific Oceans. The population is almost 21.9 million, with approximately 60% concentrated in and around the mainland state capitals of Sydney, Melbourne, Brisbane, Perth, and Adelaide. The nation's capital city is Canberra, located in the Australian Capital Territory (ACT).

Australia is a developed country with a prosperous multicultural society and excellent standard of living. Australian cities generally rank among the world's highest in terms of liveability, cultural offerings and quality of life.

Australia is also a clean, green country with an astonishing range of flora and fauna, a variety of climatic extremes and a vast array of geological wonders. Australia is a land like no other, with about one million different native species. More than 80 per cent of the country's flowering plants, mammals, reptiles and frogs are unique to Australia, along with most of its freshwater fish and almost half of its birds. Australia's geographic isolation has meant that much of its flora and fauna is very different from species in other parts of the world. Major industries are agriculture, mining and tourism. The Australian beef industry is the biggest agricultural enterprise in Australia and is dependent on export markets, with over 60% of Australian beef production exported, primarily to the United States and Japan. The Australian beef industry is free of major animal diseases.



# DESTINATION INFORMATION

## Melbourne

Melbourne is the capital of the state of Victoria. It is a city of great events, food and wine, and a dynamic arts scene. Explore the city's elegant streetscapes, lavish parks and gardens, striking architecture and world-class attractions, galleries and museums. Melbourne has a population of approximately 3.6 million, with a temperate and variable climate and one of the lowest rainfall levels in Australia.

Melbourne was home to the Indigenous Aboriginal population for as long as 50,000 years prior to European settlement in 1835. Melbourne is a city built on gold! A major gold rush attracted worldwide attention in 1848 and a boom ensued, which lasted for nearly 40 years and gave the city its magnificent public architecture, gracious parks and opulent mansions.



## Canberra

Canberra, Australia's national capital and the home of its Federal Government, is an entirely purpose-built, planned city. Canberra is home to Parliament House and the High Court of Australia, as well as many federal government departments and agencies, plus associated businesses and organisations.

As Australia's capital, Canberra is also the site of many national social and cultural institutions and buildings, including the Australian War Memorial, National Gallery of Australia, National Museum of Australia and the National Library of Australia.

With a population of over 345,000, it is Australia's largest inland city and the eighth largest Australian city overall. The city is located at the northern end of the Australian Capital Territory, 280 km (170 miles) south-west of Sydney, and 660 km (410 miles) north-east of Melbourne.



## Congress Patron

### Right Honourable Malcolm Fraser

### Prime Minister of Australia (1975 – 1983)

As a foundation breeder of Simmentals in Australia in 1972, with his famed Nareen Simmental stud in western Victoria, he has maintained a strong affinity with the breed for many years.

## Sydney

Bursting with character, Sydney is a vibrant city with spectacular landmarks including Sydney Harbour and its bridge, the Sydney Opera House, the historic Rocks area, Circular Quay, Darling Harbour and popular Bondi Beach. Sydney is the largest city in Australia and the state capital of New South Wales. Sydney has a metropolitan area population of approximately 4.34 million.

The site of the first British colony in Australia, Sydney was established in 1788 at Sydney Cove by Arthur Phillip, commodore of the First Fleet. Sydney has hosted major international sporting events, including the 1938 British Empire Games, 2000 Summer Olympics and the final of the 2003 Rugby World Cup. Sydney is also considered to be among the top 10 most liveable cities in the world.

## CONGRESS SECRETARIAT

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