



The Smart Choice

Dohne Merino Matters

A newsletter publication of the Australian Dohne Breeders' Association

April 2024

ADBA Office

I would like to advise you of a recent change regarding the Secretariat services on the ADBA. As of the 25 March 2024 the Rural Services section of the Royal Agricultural and Horticultural Society of SA ceased their operation of the secretariat services for the ADBA.

I have remained on in the position of Secretary in a private basis. As such, any contact details and association with the RA&HS and ADBA has now terminated. The new contact phone number for the Secretary is 0477 889 748 and Secretarial mail can be sent to PO Box 1369, Williamstown SA 5351.

In addition, as I am now undertaking this position in a personal capacity, I am not able to attend to any ADBA matters during my regular working hours at the RA&HS (8:00am to 4:00pm SA time). If contact is required with me during the day, please email me, or ring/text my number and I will return your call at my earliest possible occasion. The contact email address of secretary@dohne.com.au has not changed.

In general, I will be available on the phone every evening between 6:30pm and 9:00pm SA time (again, if I do not answer immediately, please leave a message/text and I will call you back).

Volume 89



Dates for Diary

2024 Australian Sheep
and Wool Show
Feature Breed
19-21 July 2024
Bendigo VIC

Next Edition

2024 ASWS Feature
Breed

Dohne Data

Field Day Displays

ADBA Office (continued)

Please note, the Association also has a new PO Box address for all correspondence (financial, membership, registration, and promotional) and these areas are still being conducted by Tanya Barton. The new Association mailing address is: PO Box 125, Yackandandah Vic 3749 If you have any questions regarding these changes, please feel free to contact either myself or Tanya. It is business as usual for the ADBA.

Kaye Butler, Secretary

Australian Sheep and Wool Show

The Dohne Merino has been selected as the 2024 Feature Breed at the Australian Sheep and Wool Show. The Association's Show Committee has been in regular contact with the Australian Sheep and Wool Show organisers, and we are delighted that our breed will be of prominence on this 'big stage' in July at Bendigo.

Thank you to the following studs that have confirm they will be showing at this upcoming event; (If your stud is not listed below and you plan on showing please let us know ASAP)

NSW: Calga, DD, Kardinia, Macquarie, Spring Valley and Uardry

South Australia: Clover Downs and Ulooloo

Victoria: Gunyado

We are delighted to inform you that our judges this year will be; David Berrell Midgery Dohne Stud Walgett NSW, Tegan Falkner Quality Wool South Australia and international judge Dries Pienaar White Wools Dohne Merino Stud Eastern Cape South Africa.

Our program this year will comprise of the following;

Friday, Education Program - Both Longerenong College and Moama Grammer will be taking part in this program. This program was designed to educated our younger generation, with hands on experience, allowing students to be guided by sheep and wool agents on the day.

Saturday, Showing Program - Classes will include individual young and older rams and ewes, groups, pairs and also Natural Bare Breech classes.

Australian Sheep and Wool Show (continued)

Across the three days at lunchtime Ethical Outback Wool will showcase their Dohne Merino garments with a daily Fashion Parade.

To view the full event program - [Click Here](#)

Darren Gurnett Convenor, ADBA Show Committee



Promotional Committee

Dohne Journal - Thank you to all members who have supported another high-quality journal this year. These journals will be distributed at Australian Sheep and Wool Show. All adverts need to be submitted by **Friday 17 May 2024** to admin@dohne.com.au.

Australian Sheep and Wool Show Preview - The Australian Sheep and Wool Show is the largest event of its type in the world, attracting visitors and competitors from across Australia and international. Australian Community Media (ACM) produces and annual Australian Sheep and Wool Show Preview, this publication is as liftout in the following ACM newspapers; Stock & Land, The Land and Stock Journal.

Promotional Committee (continued)

This preview guide is distributed to rural and regional Southern Australia and to visitors during the event, as well as an online e-mag to ACM digital subscribers.

As the Dohne Merino is the Feature Breed at Bendigo this year. There will be Dohne Merino Feature in this publication. Thank you to all members who have supported this publication, this feature will be a 4 page feature. All adverts need to be submitted by **Friday 24 May 2024** to admin@dohne.com.au.

Social Media – *Open your eyes to the power of social media.*

Why is Social Media so important?

- Showcase Your Brand
- Increase Digital Exposure
- Boost Website Traffic and Search Engine Ranking
- Large Audience
- Cut Marketing Costs

Social Media in General – Sharing & Liking Posts is Important

Whether it's a, image, video, or link, sharing enables others to view and engage with your content. This, in turn, can lead to increased reach, visibility, and engagement. The concept of sharing has become increasingly important in the social media community.

Follow us on our Social Media pages:



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