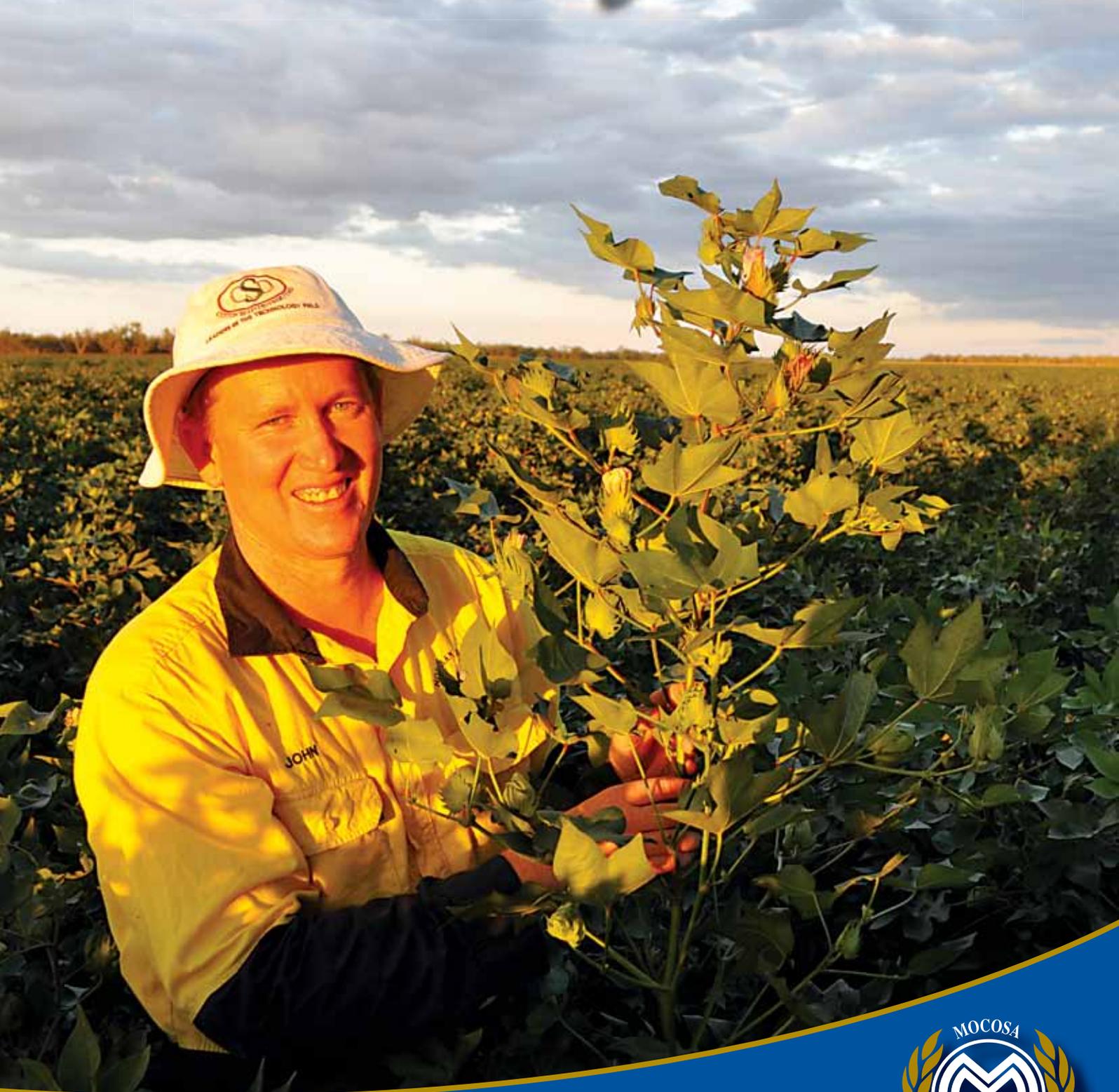


# MOCOSA

*magazine*

A newsletter from Marcus Oldham College Old Students Association

Volume 18 • Issue 2 • July 2011





# The Principal's Perspective

Whilst nearly every agricultural education provider across Australia has struggled to attract sufficient numbers of students over the past ten years, it is pleasing to see Marcus Oldham continue to grow and develop. A contributor to this strong position has been the expansion of the College's academic programs. This year has seen the offering of a new Graduate Certificate and Graduate Diploma of Agribusiness through external studies with the first postgraduate workshop held at the College in April.

The residential weekend was organised by Dr Dennis O'Brien and included an impressive line up of speakers who covered issues around the role of government in the agribusiness sector, agricultural policy agendas of Australia's competitors, World Trade Organisations – the impact on global trade, carbon trading, water resource management, animal welfare, environmental and natural resource management, bio-fuels, food safety and labelling, managed investment schemes and labour resourcing.

The workshop was highly stimulating for all participants and staff and it is quite possible that this program will, in future years, receive the recognition and status similar to the Marcus Oldham Rural Leadership Program which began in 1992.

## The Centre has been identifying entrepreneurial skills as being among the crucial determinants of success in agriculture...

Another educational initiative in recent times has been the establishment of The Centre for the Study of Rural Australia. The Centre runs forums on key topics and issues of interest to students and farmers, business luncheons with international speakers held in Melbourne, research articles produced for publication in journals, and academic staff opinion pieces printed in newspapers. Another area of inclusion in the Centre's

activities is the development of entrepreneurialism. The Centre has been identifying entrepreneurial skills as being among the crucial determinants of success in agriculture, as these skills are expressed through innovation, investment and the willingness to take calculated risk.

Through The Centre for the Study of Rural Australia at Marcus Oldham College, we have argued that the development of Australia's agricultural industries is partially, but nevertheless very importantly, driven by the skills and knowledge of its people. I have also identified that government and business both need to share the support required to develop these skills through education and experience.

Recognising that in Australia we need to do a lot more with entrepreneurial skills, I have just returned from a study tour of the USA, where the word is much more accepted and used, and the skills are more highly valued. I visited establishments set up to study and foster rural development through entrepreneurialism at the University of Missouri and the Kauffman Foundation in Kansas City.

I also visited North Carolina to study the Center for Rural Entrepreneurship and the Institute for Rural Entrepreneurship. I was keen to investigate how these Centres develop, promote and implement sound economic strategies to improve the quality of life of people in their areas. The Center for Rural Studies at the University of Vermont is regarded as a good example of a university-based state-focused organisation. The Center works with people and communities to address social, economic and resource based challenges through applied research, community outreach, program evaluation and consulting.

Time was spent with various local councils seeing how communities develop their capacity to create a prosperous and sustainable future through co-ordination, collaboration and effective use of public and private resources.

My objective in visiting these establishments was to learn what I can about rural entrepreneurialism, what it is and what makes for success, and to bring that knowledge back to Marcus Oldham for further development among our students. Australia has a proud record of agricultural achievement through entrepreneurialism, even if we don't call it that. More narrowly, graduates of Marcus Oldham are well known in the industry for these skills.

Agriculture in Australia has some formidable challenges ahead of it in the twenty-first century, in terms of the maintenance and development of the workforce and in terms of changing investment contexts during a need for unprecedented productivity growth if Australia is to remain an important contributor to world food supplies. Clever entrepreneurialism among agriculturalists will be a considerable contributor to meeting these challenges and succeeding.

**Dr Simon Livingstone**  
Principal

## For You to Enjoy

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Front cover:  
**John Norman** *FBM 97* - 2010 Monsanto Cotton Grower of the Year.

What should  
we call it ...?

In case you hadn't heard...in 2012 the College celebrates 50 years of providing education in Farm Business Management. As the College developed, the Horse Business Management Program was introduced in 1979, followed by the Agribusiness Program 1992, and the External Studies Postgraduate Programs in 2010.

The major celebrations are to be held in September next year.

At this time, apart from the usual festivities, we plan to launch the College history which documents the first 50 years of the College's trials, tribulations and successes.

I have been involved in the proof reading of the production and it's been a most enlightening process.

The book, however, needs a title – what would you call this chronicle of our history?

Put your thinking hats on and provide us with a title which reflects what Marcus Oldham is about and what it has offered to Australian agriculture over the past 50 years.

I thought that...“from little things big things grow”...might be suitable, but then I was told it had been used somewhere else before.

So send your ideas to the Editor as soon as possible - preferably by Friday 12 August.



**Sam Inglis FM 66**

Director Farm Business Management  
Director Corporate Training  
inglis@marcusoldham.vic.edu.au  
03 5247 2921

## *Date set for 50th Jubilee Celebrations*

**On 15th and 16th September 2012**

**Marcus Oldham will celebrate the 50 year milestone.**

***Please make a firm diary note to be there.***

We are announcing this in time for interstate and international graduates to make plans to be in Geelong and be part of this very special occasion.

Through five decades Marcus Oldham has grown higher and stronger and is now regarded as Australia's premier business management college specialising in farm business, agribusiness and horse business.

Our many successful graduates are the measure of the worth of our College.

*Come and Celebrate*

# Jonathan Reichl Farm Business Management 2001

## Linking Agriculture and Finance

Towards the end of my final year at Marcus I realised I needed to find some career direction. Luckily this didn't prove as difficult as I first thought, as my Marcus prac year employer knew of my interest in finance and put me in touch with his Rabobank manager in Mount Gambier SA, who was looking for staff. Nearly ten years later I'm a credit manager with Rabobank and based in Adelaide. I'm married to Cheree and we're the proud (but quite tired) parents of twin 20 month old girls.

Mount Gambier is a diverse and productive part of the world. With clients in fishing, dairy, grazing, broadacre and intensive cropping, horticulture, viticulture, cut flowers etc, it was a great place to enter the rural banking system. During 2006 an opportunity arose to work within the Rabobank credit team in Sydney. Initially we were reluctant to move but after a fair bit of thought we decided that, after five years in Mount Gambier, the opportunity was too good to pass over.

We arrived in Sydney in January 2007 and the time we spent there was invaluable from a work perspective. Working in Head Office accelerated my understanding of rural banking, and finance in general, while Cheree also gained good experience working with the CBA as a lender in their CBD business banking division. It was also a great chance to see all that Sydney has to offer – it is an amazing city.

### The Marcus and Rabobank networks have much in common...

The Rabobank business is solely agriculture based, so it suits my background, and the credit role fits my preference for analysis over marketing. Most of the staff have farming or country backgrounds and there are a number of Marcus graduates working within the bank. When I was in Sydney, any given day might see me considering a dairy deal from north west Tasmania, then a banana deal from north Queensland, a cotton deal from central west NSW, then a cropping deal from the wheat belt in WA. The exposure to such a wide range of industries and regions was very rewarding as was the regular contact with colleagues across the country. The Marcus and Rabobank networks have much in common – they are both valuable ways to keep tabs on seasonal conditions and regional issues throughout Australia and abroad.

Following three and a half years in Sydney, and after the arrival of our twin daughters Madeline and Isabelle, Cheree and I decided to move back to Adelaide – closer to family and friends. This coincided with a decision by Rabobank to decentralise its credit team from Sydney to the capital cities – so I'm now in the same role as I was in Sydney, but with my attention centred on South Australia. Day to day I have a narrower focus, which has brought me much closer to the industries and issues in SA agriculture, however I'm still able to look at deals from other states given the seasonality of the workload, which I like.

With my generation having seen positive economic growth for much of our adult lives, the past five years has thrown up some significant events which have been testing at times. Some



particular challenges, from an agricultural banking perspective (and aside from droughts, floods and general fluctuations in commodity markets and input costs), include:

- the softening property market in from pre-2008 highs
- the volatility in futures markets (2007) coupled with a crop production failure
- the sharp fall in milk prices during 2008/09
- on-going market pressure within the wine industry; and
- the Global Financial Crisis – with subsequent tightening of credit appetites

These events are readily understandable when their elements are broken down, however responding to and managing them can be difficult. The past five years in particular have proven to me the value of the grounding Marcus provided, and the importance in matching theory with practice. At work I spend as much time (and sometimes more) considering management strategies, contingencies and fallbacks, as I do analysing financial performance.

In my current role I travel regularly to various regions in SA, and while in Sydney I also visited areas in WA, QLD and NSW to meet with branch staff and clients. I have seen colleagues take up opportunities for employment offshore, in places such as New York, London, Singapore and Ireland. It is apparent that these opportunities are out there, but without a network of contacts they can be difficult to access. Marcus provided me the initial link between agriculture and finance, then the contacts which provided me the Rabobank opportunity and also many of the skills and thought processes I have needed in my role.

I'm looking forward to what is ahead for agriculture. Although we're currently unsure where the future of live animal exports lies, we're enjoying the resurgence of cotton and wool as well as a relatively good seasonal outlook, in general, and beef and lamb markets have been strong. There are positive market signals for the wine industry also which, being located in SA, is very pleasing to me. Wherever we're headed agriculture will no doubt continue to throw up challenges and opportunities, which I'm happy with – as it keeps my work fresh and enjoyable.

[Jonathan.Reichl@rabobank.com](mailto:Jonathan.Reichl@rabobank.com)

*Paul Darcy* Agribusiness 1993

## Connecting AGCO Australia with Marcus Oldham

A career in marketing and a Director's role was not a path that I envisaged at the end of my agribusiness course in 1993, in fact working for a major corporation was not even on the radar. My thoughts centred on developing my own business within the agricultural sector.

This direction had been determined when four years out of school and in the final year of my fitting and turning apprenticeship with the Ford Motor Company in Geelong, the "recession that we need to have" had cut a swath through the workforce at the Geelong plant and I was forced to go onto night shift as a production worker to ensure that I could complete my fourth year without being retrenched.

It was at this point, with little in the way of a formal education other than my Year 12 Certificate, I decided that I needed to make myself "redundancy proof" by getting some further qualifications. If it were not for my stint on night shift I may very well have taken a different path, as it was during a scheduled lunch break that I took the time to read an editorial piece in *The Weekly Times* relating to the agribusiness course which included the mention of a scholarship for the course in 1993.

Having recently had a good friend apply to attend the course, this along with the article (and no doubt spurred on by a two month stint putting ball joints in wishbone suspensions for Ford Falcons) changed the direction of my search for further education opportunities. The attraction of the agribusiness course at that time was that it was targeted at mature aged students, its duration was only one year and the course outline offered, what I believed to be, a highly condensed yet succinct skill set for those studying.

In my current role as the Director of Marketing for AGCO Australia I utilise every aspect of the material that we learnt during the course at Marcus and would venture as far as saying without the qualification I would not be in the position I am today.

AGCO is the third largest manufacturer of farm machinery worldwide, and since its beginning back in 1991 it has built an eight billion dollar business worldwide with the manufacture and distribution of over 27 different brands wide. In the East Asia Pacific region, mainly Australia and New Zealand, my role as Director of Marketing is to oversee the strategic marketing development for seven of these brands which include Massey Ferguson, Fendt, Challenger, Gleaner and Valtra through a dealer distribution network consisting of 178 dealers.

The role of marketing would most commonly be recognised for handling all marketing communications activities such as print, radio and web advertising, but in reality this accounts for less than 10% of our daily activities. The bulk of our daily activities encompass some if not all of the following items - strategic brand development, budget maintenance for both sales and marketing, forecast and free demand responsibility with all factories and associated suppliers, all programming, pricing, discounts, finance, margin analysis and maintenance as well as key account management.

In our current climate, the greatest issue we have is attracting and retaining suitable staff, especially those with a skill set suitable to manage and maintain the tasks mentioned and with an affinity



for the rural sector. The agricultural sector has been affected more so than most other industries with the rise of the mining boom. The lure of substantial salaries from the mining and allied industries has taken a large volume of qualified staff from regional areas. Within the machinery sector this has been felt most at the dealership level causing a flow-on ripple effect that has major implications for all machinery organisations within Australia. The reason for this is that dealerships are traditionally a feeder source for field qualified staff to build their careers before entering the corporate arena.

### **... and due to this critical shortage of qualified staff**

Employing a large number of staff within Australia and New Zealand, and due to this critical shortage of qualified staff, AGCO in recent years has been forced to take graduates fresh from university with limited field/business experience. It has been interesting to note that although highly qualified in their selected field they tend to lack some of the basic business skills required to function within the corporate world. The understanding of business processes, budgeting, finance, formal business communication skills and in-depth understanding of spreadsheet use are at a very low level.

These basic business skills are what make the agribusiness course stand out from others today. Typically, students departing the course have a fantastic working knowledge that allows them to step straight into business life and function at a high level.

*Continued on page 17*

# Thank you and Farewell, John Miles

A series of occasions to recognise the work over 31 years by John Miles, Deputy Principal (Business Development) took place in the weeks leading to his retirement day on Friday 15 April. The Ivo Dean Centre that evening was filled with friends, graduates, current and former staff who gathered to wish him and Ruth well.

Former Principal, Graham McConnell, who employed John in January 1980, knew upon meeting John for the first time that he had the required personality and skills, and would be the committed member of staff he ultimately became. John and Graham worked closely and productively for 14 years until Graham's move to a Principalship in England. During their time the partnership saw the College grow strongly with capital and educational developments, the introduction of the Rural Leadership Program and the launch of the Marcus Oldham College Foundation. John had a special interest and belief in the Foundation and worked tirelessly to secure its success.

In 1997 John was appointed as Chief Executive Officer and worked with the College Council to manage the College until the appointment of Greg Brinsmead who was Principal for five

years. College graduate and lecturer, Simon Livingstone, accepted the role of Principal in 2003. The years under Simon and John's management are another growth period of educational programs and capital development.

In March, a Luncheon was held in the beautiful garden at 'Murdeduke', the Winchelsea home of the Chairman of Council **Bruce Wilson FM 71** and his wife Judy. Guests included Council Members and Friends of the College Foundation. John and Ruth were presented with a painting of the Mitchell River in Gippsland.

At a special Morning Tea the students expressed their sincere appreciation of John's care, guidance and assistance by giving him a heartfelt standing ovation.

The Rural Press Group has a long relationship with Marcus Oldham, and in respect of this association they arranged a Luncheon at the Melbourne Cricket Club to thank John and the College. John was presented with a leather-bound book commemorating 100 years of the NSW publication "The Land".

The College community wish John and Ruth a long and rewarding retirement.



*Robert Riordan and Bruce Tanner*



*John Miles with College Principals:  
2003 - **Dr Simon Livingstone FM 87**; 1961 - 1978 Ivo Dean (portrait);  
1978 - 1994 Graham McConnell; 1998 - 2003 Greg Brinsmead.*



*Jenny and Peter Wotherspoon, Pam Oakes, Sarah Miles*



*Margaret Barnes, John Miles, Ian Barnes (The Major)*



*Helen Livingstone, Janet Craigie-McConnell, Paul Erskine,  
Sarah Thomson*



*Lorraine and Alby Carnegie, John Miles*



*David Bent and Ben Erwin FM 94*



*Peter Norrish FM 88*



*James Molesworth FM 98*



*Timothy Day FM 99*



*Sue Robertson and Nellie McIntyre*



*Alannab Halloran and Ian Gatenby FM 65*



*Rod Ashby and Adrian Kennelly*



*Tony and Kay McMeel*



*Nick and Karmina Roe*



*Cathy Bent and Ross Grubb*



*Emma and Toby Morel*



*Max Homes FM 63 and Stewart McArthur*



*Jonathan FM 82 and Jenny Tinney*



*Sue and John Stewart*



*Graeme Harvey FM 71, Simon Livingstone FM 87, Mark Inglis FM 92, Will Crozier FM 84, Peter Stephens FM 83*



*James McConnell FM 95 and Tony Hudson*



*Chris Macklin FM 70*



*Kerrin Black, Jennifer Jones, Des HBM 92 and Heather Ryan*



*Ian Farran, Susie Rouffignac, Chris Belli, James Bufton FM 94*



*Martin Wettenhall FM 73, Alan Blackburn, Bruce Wilson FM 71*



*Ian Blair, John Miles, **Graeme Burnham FM 73,**  
**Mike Stephens FM 66***



*Ruth and John Miles*



*John Miles, Deanne Whelan, Graham McConnell*



*Anthony Cunningham, Sarah, John, Ruth and Lachlan Miles*



Rural Press Group showed its appreciation of the relationship with Marcus Oldham and John's involvement, by holding a Luncheon at the Melbourne Cricket Ground. John was presented with a leather bound book acknowledging 100 years of "The Land" publication.

*Richard Herbst, Bob Gaff, Dick Barnes, John Miles, Ian Thomson, Dr Simon Livingstone, Janet Craigie-McConnell and Anne Stock.*



*Afternoon Farewell on the lawns at 'Murdeduke', Winchelsea*



# Mark Lindsay Horse Business Management 2003

## Face of the Farm



**N**ot many people can say that their job is their hobby and I have Marcus to thank for that.

In 2003 I received the IRT International Equine Scholarship to study the Diploma of Horse Business Management. Marcus Oldham influenced me to view the industry as a business, rather than a “love”. During the course of the Diploma, I realised the huge opportunities within the horse industry and was attracted to commercial sales. I am now Head of Sales and Nominations at Victoria’s largest farm, Eliza Park.

Thoroughbreds had always been in the blood. I was lucky enough to be born into a racing and breeding family. My junior years were spent following my grandfather Jack O’Brien who founded Sovereign Lodge Stud at Ohau, near Levin in the North Island of New Zealand. New Zealand breeders had traditionally bred stayers, however, Jack’s stud slogan was “breed for speed” and he specialised in breeding sprinter milers. Among the many stallions to stand at Sovereign Lodge, the most successful were Otehi Bay and his champion son Kingdom Bay. In addition he raised and sold horses such as Snap and Our Maizcay. From the age of five, I followed him around the Stud farm, Sales Complexes and race meetings, which gave me a great grounding for what I am doing now.

During secondary school holidays I did yearling preps first of all for Glenlogan Stud, QLD at the age of 13 and afterwards three NZ Karaka preps for Cambridge Stud. Straight out of secondary school I went to Marcus Oldham. Along with my horse studies I also learnt many life lessons. Some of the milestones were my first boat race, driving a ute (and crashing it) and that the front row was the best view of the hot nutrition lecturer.

After Marcus I continued my studies at Massey University New Zealand studying a Bachelor of Business Studies majoring

in Financial Economics. In 2006 I received the New Zealand Thoroughbred Breeders Association Sunline International Management Scholarship and spent ten weeks at each of Coolmore IRE, Cheveley Park ENG, and Taylor Made USA. This gave me an excellent insight into the international thoroughbred industry and gave me a commercial mindset.

### Stallions include Bel Esprit sire of World Champion sprinter Black Caviar...

I started at Eliza Park in late 2007. The Company is one of the most progressive farms in Australia and they have been terrific in giving me the opportunity I have now. My job is to be the “face of the farm” and front the Sales and Marketing side of the company. Eliza Park currently stand 12 stallions and in 2010 covered 1070 mares. Stallions include Bel Esprit sire of World Champion sprinter Black Caviar, Statue Of Liberty sire of the world’s second best sprinter Hay List, and current Champion first season sire Written Tycoon. In addition Eliza Park also offers to clients a full spectrum of services required to rear horses. These include breeding, rearing, yearling sales, breaking and training services. Basically, anything that needs to be done to get a horse to the races, can be done at Eliza Park.

I would like to take this opportunity to thank in particular, Quentin Wallace of IRT (International Racehorse Transport), Nick Roe, **Des Ryan HBM 92** and John Miles who had an enormous influence on me during my time at Marcus Oldham, which set me up for the dream career I have now.

If you have an interest in the Thoroughbred industry and would like to come to Eliza Park to have a look around, please email [mlindsay@elizapark.com.au](mailto:mlindsay@elizapark.com.au).



# Campus Columns

## External Studies Postgraduate Program Residential Workshop

The College conducted its first Postgraduate residential workshop for students enrolled in Contemporary Managerial Issues in Agriculture and Agribusiness, in April this year. The workshop ran for two days over the weekend of the 16th and 17th and was attended by around twenty postgraduate and undergraduate students as well as academic staff, invited speakers and others.

The workshop was divided into four themes:

- National and International Issues in Agriculture
- Rural Communities
- Climate
- Food and Ethics

As the name of the unit implies, the topics debated were contemporary and controversial. They included, among others, animal ethics and welfare, water policy, climate change, sustainable rural communities and health, global food and trade policy and alternative food production systems.

The invited speakers included Professor Tim Reeves (former Director General of the International Maize and Wheat Improvement Centre, Mexico and Adjunct Professor, Deakin University and Professorial Fellow at the University of Melbourne), Associate Professor Susan Brumby (Director, National Centre for Farmer Health), Dr Sarah Chaplin (National Centre for Dairy Education Australia), Fiona Chambers (Lecturer, Marcus Oldham College and organic pork producer), Roger Wrigley (Principal, Wrigley and Dillon water engineering consultants) and Dennis Hoiberg (RimFire Resources).

The invited speakers introduced the key issues around their topics then the floor was opened for discussion, although most of those in attendance couldn't wait till the speakers were finished before expressing their perspectives and challenging those of the speakers. The debate was robust and represented the broad spectrum of participants in the Program. It was interesting when such a diverse group comes together how well considered their views are and how prepared people are to listen to the views of others.

The objective of the workshop was to give students a chance to develop some well informed bases for their views and to test those views against the opinions of others. While the objective was not necessarily to change participants' beliefs many of those in attendance did develop sounder arguments for their views, and opinions were changed on the basis of the facts and perspectives presented.



The College felt the workshop was so successful that it is reviewing its format with the view to possibly opening it to a wider audience next year.

**Director Dr Dennis O'Brien welcomes enquiries if you are considering undertaking the External Studies Postgraduate Programs at Marcus Oldham - [obrien@marcusoldham.vic.edu.au](mailto:obrien@marcusoldham.vic.edu.au) or 03 5247 2904.**

## Toby Campbell

### Lecturer in Plant Production



Toby Campbell joined the staff in early January. He began his agricultural career by working on local fine wool Merino properties and then progressed to viticulture on several vineyards in the Bellarine and Moorabool regions.

He spent four years at Brown Magpie Wines at Moriac, establishing both the vineyard and winery. Toby then had two years working in soil and groundwater

remediation, which was a great introduction to soil science and hydrology, working closely with experts in their fields. Working for a large consulting firm based in Melbourne was challenging but a great learning experience.

Somewhere within all of this he managed to fit in two university degrees and travel throughout Europe and extensively in Australia. He would love to continue his travels, particularly around Australia.

The two years prior to working at Marcus Oldham Toby worked in broadacre crop research. He managed several trial sites across the Western District in a research and extension role running field trials for numerous chemical, fertilizer and seed companies as well as work for the National Variety Trials and CSIRO. This role meant working closely with landowners and gave him an excellent understanding of high rainfall cropping and the challenges and opportunities involved.

Toby says it is great to be back in his hometown of Geelong and at Marcus Oldham College and is looking forward to challenging and rewarding times ahead.

## The Lucas Group



Marcus Oldham conducts an Industry Leaders' Mentoring Program supported by The Lucas Group Pty Ltd (**Geoff Lucas FM 81**). The valuable support enables the College to invite guest speakers to address students and encourage them to think seriously about what their careers might involve. This year Geoff coached the students on how to present their CV's and themselves for the all important employment interviews.

## Racing Stable Update

Students studying the Racing and Breeding stream of the Diploma of Horse Business Management are committed to developing the racehorses in the Marcus stable.

Our blue and gold colours are seen flashing down the track and the future is enticing for students wishing to gain experience in the racing industry.

The horses currently being worked under the guidance of Lecturer, Nick Roe are:

*Metaphoric*: He will continue to race on wet tracks from 1200-1600m and be useful in riding classes for various students.



*Metaphoric making a keen run to the line.*

*Master Dual*: Master Dual won a 1700m Highweight Maiden at Warrnambool in June by a length and a half.

His mother Manjula was raced by **Des Ryan HBM 92** back in 2004 from the College. She had four starts and did not beat a horse home. Des persuaded the owners to donate her to the College and Swettenham Stud donated a serve from Court of Jewels, and little Mimics was born and raised here and then sold to a student. She has had 14 starts for three wins, a second and three thirds, and about \$38,000 prize money. In 2006 following another donated serve from Court of Jewels, Master Dual was born. He has been handled as a foal, weanling, yearling, breaker and racehorse by the HBM students of the various years. Nigel Brown trained him from the College last year for his initial trials and first start at Geelong for a sixth place. He came back into work on 16th of January this year, this was his third start this year and he won \$6,825. He ran third at Tatura in mid July.

Hopefully he will learn to settle and not pull so hard in the running. If he can do this he may get his jumps ticket late this season and have a fair crack at the jumps next year. If he doesn't learn then we will continue to race in the 1600-2000m range.

*Miss Mana*: by Jetball out of Just a Doll who was donated by Chris Russell, and is recovering from a suspensory ligament strain but will start work shortly in preparation for summer country races.

*Manjula*: Mother of Master Dual and Mimics is in foal to Bianconi, thanks to Swettenham Stud, and the foal is in partnership with **Julian Hay HBM 10**.

*Just a Doll*: is empty this year but will be served by Deplete (a Redoutes Choice stallion that Nick has).

*Pee Diddy*: is for sale.

*Maximum Appeal Filly*: is still in the education process but probably not far away from the 'for sale' list.



*Master Dual with HBM student Will Forrester, Kalgoorlie WA, Course Director Emma Morel, student Teab Hill, Collie WA and Lecturer Nick Roe demonstrating E-TRAKA® - monitoring equipment to understand the Thoroughbred's fitness and ability to race.*

## Cross Country

The 2011 Cross Country run on 11 May was the coldest day we have seen for quite some time.

**James Harvey FBM1** in 19.44 and **Asb Mitchell HBM** in 24.48 were the first and fastest.

FBM1 were the winners with an average time of 20.46, plus 10 points for the Inter-Year trophy.

Scott Vanderkley, staff, shaved half a minute off his 2010 23.03 result.



Diploma  
of  
Horse Business Management

The intensive year provides students with the business management skills, equine science and practical skills/horse husbandry knowledge essential for a successful career in the horse industry. Subjects include horse business practice, communication and marketing, breeding, youngstock handling, stable and property management, nutrition, equine health, driving and applied riding practices, and own special interest study contract. Choose either Equestrian Training or Racing and Breeding.

## Rural Leadership Program

The annual Marcus Oldham Rural Leadership Program held in June/July once again attracted 33 participants from across Australia. Designed to develop the skills and knowledge of participants, the five-day workshop included sessions on goal setting, community leadership, negotiation, communication and public speaking, developing action plans, leadership and team building. The full program was mainly conducted at the College apart from a day-long session at Torquay.

Offered since 1992, the Marcus Oldham Rural Leadership Program is recognised as one of the longest running rural leadership programs in Australia. It attracts support from a wide range of industry and rural community groups from a diverse range of backgrounds. Directed by **Sam Inglis FM 66**, other leaders include Neil Inall, well known as a face and voice on country TV and radio, and **Mike Stephens FM 66**, with his experience in human resource management, consulting and project management and training.

The Leadership Program Industry Dinner is a popular feature of the week at which industry supporters and invited guests are addressed by a keynote speaker. This year the speaker was Braeden Lord, CEO of Aussie Farmers Direct.



Participants **Stuart Tait FBM2** from Mandurama NSW, Student Vice President Elect 2012 and **Angus Lamont HBM 06** Koorringal Stud, Wagga Wagga, met with Council Chairman **Bruce Wilson FBM 71**, at the Industry Dinner.

## New Administration Building

In January, work began on the extensions to the Administration Building. Progress has been excellent and the new building is in use, with full renovations completed by end of July. The courtyard and garden areas are being laid out and by summer the area will be attractive and welcoming to visitors, students and staff.



*It has to be  
Marcus Oldham!*

- Industry recognised courses
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- External Study Postgraduate Program
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- Expert guest lecturers
- Be equipped with knowledge and skills to manage rural properties
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- Small class sizes and personalised tuition
- Develop strong business management skills
- Gain invaluable industry contacts
- Learn in a caring collegiate environment
- Industry supported scholarships on offer
- Develop horse husbandry and practical skills
- Make friends for life from all over the world
- International career opportunities
- Full-time lecturers with commercial experience who can relate theory to practice
- Real World education
- Learn leadership skills
- Be a success

Choose the College described by many as the leader in rural and equine business management.

**FREE CALL 1800 623 500**  
courses@marcusoldham.vic.edu.au

# 2010 Monsanto Cotton Grower of the Year



Courtesy *THE AUSTRALIAN COTTEGROWER*

*John Norman, Aileen (Mother) and Tony Taylor*

Over the past few years, John Norman and his team at Norman Farming, Toobeah, QLD, have won just about every award going in the cotton industry. As the story shows, John and agronomist Tony Taylor run a highly impressive, efficient and expanding farming operation.

Even more impressive is that John is still in his early 30s and only took over the reins of the farming business in 2002 after the tragic death of his father, Arthur. His success stems from an ability to focus on the key factors, both on and off the farm, which will contribute to the advancement of the business and the lifestyle of his family and employees.

Following is a summary of John's insights and farming philosophy, presented at the Cotton Grower of the Year field day.

Tony and I have designed our farming system around an unpredictable environment. We believe the following factors create this unpredictability:

- Team attitudes and abilities;
- The markets;
- Environmental conditions;
- Broader community perceptions;
- Government solutions;
- Input costs;
- Capital outcomes; and,
- Cropping outcomes.

I'm going to focus upon what factors I've analysed and methods I've implemented in order to increase our profitability in this unpredictable environment.

Why is profitability so important? Because it is vital to achieve the triple bottom line – to enable us to contribute to the community, preserve the environment and ensure the tenure of our farm.

### **Community**

Profitable businesses employ a number of people. These teams ensure the vitality of local communities. They aren't reliant upon a handout, so they don't drain other people's tax dollars. Profitable businesses give a hand up, not a hand out.

### **Environment**

Profitable irrigation farms must work with the environment to ensure longevity because we need its resources to succeed. Why would you want to mess your own nest? We live here with our children and want a pleasant environment for them to grow and prosper in. Farmers have had to become educated and implement best practice to ensure profitability through mutual betterment with the environment.

But farmers face difficulties due to flawed government policies. After the government actively encouraged farmers to invest their money in irrigation, they have done their best to take the promised water away through 15 years of state government water plans decimating farmers' rights.

But programs such as the Healthy Headwaters Water Use Efficiency program (HHWUE) – as part of the 10 billion dollar reinvestment in irrigation communities – are very welcome in

our communities as we effectively lose no net water and gain immediate investment in our environment. But farmers and their teams are tired of false science being used as a tool to strip our ability to profit. How can the same cuts be made to both healthy and unhealthy rivers, particularly considering the previous cuts already made?

### Tenure

Our tenure depends on our profit. The reason we have tenure over our future is because of our ability to generate profit. If we don't make healthy profits, capital has the ability to move somewhere else and remove tenure from our control. We have to remove this risk by being the better option for capital. We need to keep making more profit to attract, retain and make good use of scarce capital. In doing so, we can decide what we do with our future.

### Analysis

I learnt a lot about analysis from my Dad. I found his square of analysis particularly thorough. The important factors to consider are:

- Gross income on gross assets;
- Gross margin income;
- Net income and capital growth after tax; and,
- Net position change including life goals.

I also find it interesting hearing other successful farmers who've analysed their options, double checked them and then implemented. I believe you have to measure to manage. Whether it is on the back of an envelope with a burnt match analysing this versus that or on an Excel spreadsheet, it is important to get the process going. The spreadsheet is usually just a more detailed extension of what was scribbled on the back of the envelope.

### Profit map

When I got involved in the farm business in the 1990s, one of the first things I looked at was a profit map, which just shows the gross margin for each field on the farm map. The returns can be very different for fields which may be next to each other –



**John Norman FBM 97** 2010 Monsanto Cotton Grower of the Year  
and **Simon Doolin Agri 97** Finalist 2010 Innovative Cotton  
Grower of the Year.

the same underlying opportunity can have two vastly different outcomes. For example, from that first profit map, one field (W3) achieved a gross margin of \$2433 per hectare. A neighbouring field had a different strategy and different use of capital (dryland) and achieved a result of -\$11 per hectare. Another field had the same capital and cropping option (irrigation) but the result was only \$63 per hectare.

The same management team and technology achieved vastly different results.

The same attitudes and abilities 'duned' the GM analysis as 'dunced' it. How could this be? We had just taken on too big a job in one area and achieved vastly different results.

I wanted long-term tenure in farming for myself and could clearly see a margin of safety for that tenure in the paddocks where we had strong profit. GM profit fields like W3 at \$2433 per hectare were going to keep me in the game 200 times longer than the dryland field next door.

Alternatively we had the option of dumbing back to skip and getting our average gross margin up from the less prepared fields and not running out of water and getting everything right more easily. When you add all the other unpredictable factors and competition for, I could not see how our family would have long term tenure by losing \$11 a hectare on some fields. It wouldn't have mattered how much money I started with, my tenure would soon be over as a farmer.

### Why consider skip as an option?

We have made major use of skip row planting configurations for a number of reasons:

- An average crop of skip will make more money per hectare and per megalitre than an average crop of solid.
- You can grow more bales off less but happier plants.
- You can utilise more of your farm.
- Higher utilisation gives higher farm average profit margin after overheads.
- Whole farm profitable yield is more achievable in skip than solid.
- Skip doesn't need resources as early in the cropping cycle.
- Skip uses more of the natural resources (soil, rain, light).
- Skip doesn't attract as much boll rot.
- Skip leaves you with more water for next year.

### Where are we going?

- The focus is on producing a happy plant.
- We want to finish our development project through use of profitability.
- We aim to finish off the loose ends such as getting BMP finalised to protect ourselves.
- We need to get better at timing.
- We aim to continually improve our self, our team and everyone's attitude.
- We will use skip in our program where appropriate.
- We always aim to get a better program.

### What will HHWUE allow us to do?

It will retain water on farm for longer through deeper dams, better timing of watering by using faster watering and increased productivity by going wider with machinery. It will allow us to retain farm staff as we now can carry water from year to year in deeper dams. We will be able to utilise the right sort of water on farm.

*Continued on page 26*

## How to Deal with a Mid-life Crisis



In my experience a mid life crisis can take on many forms, most of them potentially damaging to personal health and the sanity of your nearest and dearest. My personal journey took the form of a rather strange decision to join a small group planning to be the first to paddle ocean racing skis 330km across the Bass Strait.

The Bass Strait crossing is well known as an iconic journey amongst the paddling community and has been crossed many times by fools in ocean kayaks, it has never, however, been crossed in racing skis designed for speed and not stability.

So after weeks of training, planning and family anxiety I found myself in Port Welshpool studying marine forecasts and wondering for about the billionth time just what the hell I was doing there. The first leg of our crossing was a true baptism of fire. With a head wind pushing 30 knots and some rough and confused water between Port Welshpool and Wilson's Prom the whole team was sharply reminded that, yes, this is Bass Strait.

Seven-and-a-half hours and 45 kilometres later, we paddled into the calm blue waters of Sealer's Cove at dusk and all breathed a sigh of relief. Sure, it was a stunning journey along the Prom's coastline, but when the head wind had our average speed down to fewer than four kilometres an hour, it seemed like it would never end.

**...some very self confident native swamp rats which delighted in checking how securely we had packed our supplies away at night.**

I had also found out in a very short space of time just how inadequate my training program had been. I arrived in Sealers with five large blisters and fairly severe case of tendonitis in my left wrist resulting in my knuckles slowly disappearing as my hand swelled up into a virtually unidentifiable lump. Hmmm – day one over.

The next morning we were on the water before dawn, the glassy conditions at Sealer's had us thinking we were in for a cruisy 55 kilometres. Wrong again. While the wind was down on the previous day, at around 18 knots, its southwesterly direction combined with three-metre swell, pushed us to our limits. I quickly got used to re-mounting the ski in open ocean conditions after being unceremoniously dumped by several rogue waves.

Eventually we arrived on Hogan Island for some much needed R&R and a chance to dry out. Hogan Island is one of Victoria's undiscovered treasures, inhabited only by penguins, Cape Barren Geese and some very self confident native swamp rats which delighted in checking how securely we had packed our supplies away at night.

The next leg from Hogan to Deal Island was about as good as ocean paddling gets with near-perfect conditions for our 40-kilometre crossing. The Deal Island group is a small archipelago of picture perfect islands visited only by hardy sailors and slightly mad ocean paddlers.

The next day was the big one, 85kms from Deal to Allports Beach on Flinders Island. I would love to wax lyrical about the near perfect conditions, glassy sea, frequent visits by little penguins, seals and the occasional albatross – but in the cold hard light of day the main thing I recall from this leg was the pain of paddling for close to 11 hours. Sure it was an amazing feeling of accomplishment, but (expletive) it hurt. By way of compensation we did get a pub meal and hot shower at the end.

We had been incredibly fortunate with the weather conditions, but that can change very quickly in the Bass Strait and our expert in Melbourne was becoming increasingly concerned about a front coming down which would have made paddling impossible. So we made the difficult decision to push on the next day with a further eight hour 60km leg to Thunder and Lightning Bay on Cape Barren Island our launching point for the final leg across the Banks Strait.

# Hong Kong born Lam gets Kranji Stables



*Courtesy Singapore Turf Club News*

**H**ong Kong born Steven Lam Wai Yuen has been allocated stables by the Singapore Turf Club.

Lam, a Singapore permanent resident, was granted his Malayan Racing Association "A" trainer's licence on April 25.

The 47 year old is a product of the Singapore Training Academy for Racing (STAR) programme.

He began his training as a syce in 2003 with former trainer Bernard Ang before moving to another former Kranji based trainer, Tim Pinfield, as a stable supervisor for four months in 2004.

We were all on such a high for the final passage across Bank Strait, and once again the weather gods were with us with a 15knt tail wind giving us the chance to enjoy the sort of down wind surfing that an ocean racing ski is designed for. We completed the final 45km in under 4 hours arriving in Little Mussleroe Bay to finally step out of the skis and relish in the knowledge the adventure was over.

So, after 12 days, 330kms, 15kgs of porridge, 17 blisters, an infected cockpit sore on my back and tendonitis, I made it. And just to put icing on the cake my lovely wife Talitha and our three boys Marcus, Jackson and Harrison made the long trip down to Mussleroe to meet me on the beach.

Would I recommend the trip, absolutely! Do I have permission to do anything like that again, absolutely not!

**Sandy@sassclothing.com.au**

As part of his STAR curriculum, Lam then had overseas training at Marcus Oldham College in Geelong Australia, in 2005. He graduated with a Diploma of Horse Business Management.

Upon returning to Singapore, Lam joined trainer Steven Burrige as stable supervisor in January 2006 before obtaining his assistant trainer's licence in December 2007.

His last position before he obtained his MRA trainer's licence was as an assistant trainer with trainer Michael Freedman.

**stlam3388@yahoo.com.sg**

*Steven Lam, centre, with staff.*

*Paul Darcy continued from page 5*

This is one of the reasons that AGCO are happy to support the agribusiness course with the Massey Ferguson scholarship as well as offering industry placement positions for students during their time in the course.

Having been a recipient of an Agribusiness scholarship I am grateful for the opportunities that have been afforded to me over my career which are a direct result of my time spent at Marcus. The course has equipped me well for the career path I have chosen and I hope that other students undertaking the course can see what doors a good education through a reputable establishment can open.

**Paul.Darcy@agcocorp.com**



**MASSEY FERGUSON**

# Foundation News

## Annual Fundraising Golf Day – Eynesbury 25 February 2011

The fifth Annual Marcus Oldham Golf Day was again held at the beautiful Eynesbury Golf Course, near Melton Vic. This year we welcomed an entry of 23 golf teams to our Stableford competitions. After an early registration and tasty breakfast in the Homestead, players eagerly teed off at 8.30am for the 18 hole teams and 10.30am for the 9 hole teams. On the course they competed in Beat the Pro, Closest to the Pin, and Longest Drive.

Non-golfers were entertained by guest speakers, Lucy McEachern, Sculptor Artist and Alexandra Griffiths and Clem Mann, from 'A Glimpse of Australia'. Lucy spoke of her passion with bronze sculpturing and how the introduction to bronze sculpture at school became a life-long passion. During her rural upbringing Lucy developed an infatuation with birdlife. Her love of sculpture has lead to exhibiting her bronze birds nationally and has taken her to Italy, USA, England and more. Lucy had on display some of her beautiful bronze birds. [www.lucymceachern.com.au](http://www.lucymceachern.com.au)

Alexandra Griffiths, Paintings Conservator, Fine Art Consultant and Art Historian and Clem Mann, Fine Art Consultant and Practising Artist spoke of their business 'A Glimpse of Australia.' They gave an informative insight about paintings from the Central and Western deserts of Australia. Alexandra and Clem had on display (on the walls of the Eynesbury Homestead) 25 various and beautiful indigenous paintings from the Northern Territory and

gave an in-depth background into the artists behind the paintings. Guests were delighted with their knowledge and passion. [www.aglimpse.com.au](http://www.aglimpse.com.au)

Fabulous weather, great food, Baillieu Vineyard wine, auction, good company and generous supporters made the day very successful. We raised more than \$37,000 for our current fundraising initiative, the Library Fund – the upgrade and extension to the James Darling Resources Centre (Library). Part proceeds were also donated to Brainwave Australia, a not for profit charity established in 1994 with a mission to support the treatment, rehabilitation and care for children with neurological disorders and their families. [www.brainwaveaustralia.org](http://www.brainwaveaustralia.org)

Thank you to this year's major sponsor 'The Gull Group' and to those who donated auction and raffle items. Thank you to our Golf Committee members, **Antony Baillieu FM 71**, Sybil Baillieu, David Tapping (Eynesbury Golf Manager), **Rob McGavin Agri 93**, Carol Hudson and John Miles – a fabulous group for me to work with. Thank you to our guests, golfers and non-golfers, who have made the Marcus Oldham Fundraising Golf Day a fixture in their annual calendar and, in turn, support the future of Marcus Oldham.

We look forward to welcoming many more graduates and friends to our 2012 Jubilee Golf Day on Friday 24 February at Eynesbury Golf Course, Melton.



*Will Mercer, Dr Simon Livingstone FM 87 and Ed Guthrie*

*Just before 4 tee-off*



*George Jordan, Steve Mitchell and James Randall*



**Congratulations to the following 2011 Golf Day Prize winners:**

- 1st male: Simon McInerney
- 1st female: Susie Leeming
- 1st 18 hole team: Ruki Baillieu, Ed Myer, Nick Myer and Chris Baillieu
- 2nd 18 hole team: Sam Baillieu, Roger Gamble, Will Morrison and Ant Blazey
- 1st 9 hole team: **Rob McGavin Agri 93, Paul Riordan FBM 95, Andrew Cameron and Jock Richmond**
- NTP men: Paul Kearney
- NTP ladies: Vicki D'Antoine
- Longest drive: Ruki Baillieu
- Longest drive: Wendy Sizer



**Lachlan Polkingborne FM 80, Fil Alvarez de Toledo FM 93 and Tim Durban FM 77**



**Rob McGavin Agri 93, Al Wills FM 95, Paul Riordan FM 95**



**Tom Seymour (Darley) and Matt Tillett (Darley)**



**Paul Erskine, Paul Kearney, Ted Shackleton and David McGrail**



**Richard Launder, Ross Sutherland, Peter Nagle and Ted Cockram**



**Peter Temple and Peter O'Loughlin**



**Vicki D'Antoine, Kif Koren (Auctioneer), Bim Affleck**



*Charles Baillieu*



*Stewart Gull*



*Martin Grimwade, Ross Thomson and Murray Mountjoy FM 77*



*Paul Kearney (Nearest the Pin)*



*Vicki D'Antoine (Nearest the Pin)*



*Wendy Sizer (Longest Drive)*



*Alexandra Griffiths (A Glimpse of Australia)*



*David Blackley (Brainwave Aust Director)  
Josephine Nicholls (Brainwave Aust Director)  
and Greg Harrison (CEO Brainwave Aust)*



*Lucy McEachern*



*Marquee*



*David Tapping, Susie Leeming, Antony Baillieu FM 71*



*Susie Leeming, Susie Bin and Sandy Rusch*

## Sir James Darling Resources Centre – College Library

The Library upgrade and extension is the current College fundraising initiative. Due to the increased number of courses i.e. Bachelor of Business (Farm Management) and Bachelor of Business (Agribusiness) and more recently the External Studies Postgraduate Programs, Marcus Oldham is required to accommodate the needs of an increasing number of students.

The upgrade includes two break-out study rooms, an archives and resources centre, a larger collections room, two study carrels, computers, tables, chairs, sofas, librarian office and resource materials. The refurbishment is on target to be completed by late July and the official opening will take place in early December near the time of Graduation.

Your donations for this project are welcome. Go on-line [www.marcusoldham.vic.edu.au/donate](http://www.marcusoldham.vic.edu.au/donate) and follow the prompts or contact Susie Rouffignac 03 5247 2919 or [foundation@marcusoldham.vic.edu.au](mailto:foundation@marcusoldham.vic.edu.au)



## WA Visit

On Saturday 21 May, Principal, Dr Simon Livingstone and Susie Rouffignac, Foundation Administrator, welcomed our Western Australian graduates and friends to drinks and nibbles at the Cottlesloe Golf Club. Due to seeding, May was a difficult month to socialise, but for those who could come we had a great evening. Graduates, prac placement employers, families and friends of the College were a great mix to keep us updated on what's happening in WA. Simon spoke about the College, its current position in educating rural and equine management, and future plans. A special thank you to **Mick Stroud FM 80** for his help in organising our accommodation, guest speakers and function venues. We look forward to welcoming more graduates and friends when we return in 2013.



**Graduates enjoying the Perth function are:**

**Greg Holmes FM 66, David Forrest FM 80, Mick Stroud FM 80, Paula Boaden HBM 03, Leigh Whicker FM 2000, Simon Livingstone FM 87, Jeff Winspear Ag 2000, Emily Norburn HBM 2008, Richard Soumess FM 66, Jim Teasdale FM 08.**



For all Foundation enquiries including the Annual Golf Day, The Oldham Society (Bequest Program) and donations to Building Funds, please contact Susie Rouffignac on 03 5247 2919 or email [rouffignac@marcusoldham.vic.edu.au](mailto:rouffignac@marcusoldham.vic.edu.au)

To make a secure on-line donation please visit: [www.marcusoldham.vic.edu.au/donate](http://www.marcusoldham.vic.edu.au/donate)

# The Centre for the Study of Rural Australia

In February, a Luncheon held at the RACV Club in Melbourne, was presented by The Centre for the Study of Rural Australia.

Professor Janice Jiggins addressed guests with a most informative and balanced address on 'Creating Food Futures: Trade, Ethics and The Environment'.

Professor Jiggins is a former Professor, Human Ecology, Swedish University of Agricultural Sciences, and currently Guest Lecturer, Communication and Innovation Studies, Wageningen University, Netherlands, and a Visiting Fellow, IIED, London.

She is a board member for Tropenbos International; ILEIA Foundation; and icipe (Nairobi). Professor Jiggins has lived in and visited many countries but especially those in South Asia and subsaharan Africa.

Current activities include the UK government's Foresight Study, and the Cross Party Parliamentary Enquiry into Global Food and Agriculture, as well as water management research within Europe.

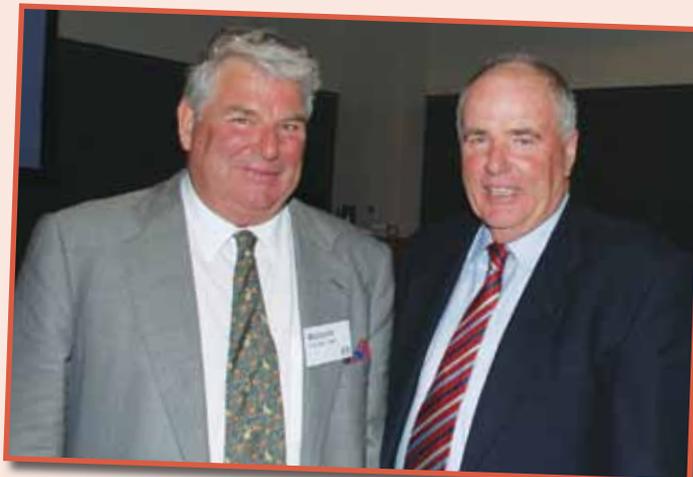
**Professor Jiggins' address is available on our website.**



**John Carson FM 77 – Stock & Land, Principal Dr Simon Livingstone FM 87, Eric Sharkey, Farmer Balliang Vic**



**Third Year Farm Business Management students Sean McDougall, Maroona Vic, Hugh Landale, Deniliquin NSW (Father Peter Landale FM 72), Edward Gutbrie, Donald Vic and Jack Handbury, Geelong Vic sought discussion with Professor Jiggins after her thought provoking presentation.**



**Malcolm Cleland FM 68, Melbourne and Bruce Wilson FM 71**

## Scholarships

### New Scholarships Sponsors

The College is delighted to announce support from Mr Michael Gannon by way of sponsorship for two new scholarships as follows:

#### Khancoban Station

The scholarship valued at \$7,500, is available to male students in the First Year of the Bachelor of Business (Farm Management) and will be based on financial need.

Historic Khancoban Station is located in the Upper Murray of NSW at the headwaters of the Murray River. The property was originally settled in 1838 and since then has enjoyed an enviable reputation as one of the country's most productive pastoral holdings.

The agribusiness at Khancoban Station is focused on pasture seed production and beef production. The highly fertile river flats, high rainfall, cool winters and mild summers provide Khancoban Station with enormous advantages in the small seeds market.

The business recognises the fundamental importance of its people and strives to provide a working environment that encourages innovation and values education. The partnership with Marcus Oldham College is an important way for us to demonstrate our commitment to supporting first-class agribusiness education

#### MPH Agriculture Werribee

The scholarship, valued at \$10,000, is available to students in the First Year of the Bachelor of Business (Agribusiness) and will be based on financial need.

MPH Agriculture is a privately owned agribusiness focused on sustainable crop production, particularly irrigated production systems.

MPH formerly owned and operated Madowla Park (Echuca) which is one of the largest irrigated cropping enterprises in Victoria, comprising 1,500 ha of laser leveled irrigation land and 2,200 ha of dryland cropping.

More recently, MPH has been chosen by Melbourne Water Corporation to enter into a long term concession agreement to farm the Western Treatment Plant, Werribee.

The MPH business at Werribee is based around developing a large scale winter and summer crop production and pasture enterprise on the 5,000 ha site using the available supply of recycled water (20,000 Mgl).

This is a particularly challenging and exciting business and MPH is determined to develop a sustainable future for the farm at Werribee and transform the property into a respected showpiece of environmentally sensitive agricultural practices that protects and improves the site's renowned biodiversity and conservation values.

# The Network

## ENGAGEMENTS

**Tim Hollis Agri 04** became engaged to Amanda Branson from Busselton WA. Tim is Head Stockman with JBS Australia Caroonia Feedlot and has been with the company for six years. He lives near Currabubula NSW.

**Josh Vickery FBM 03** became engaged in November 2010 to Asta Dickinson from Nareen Vic where they live. Josh is a fertilizer contractor.

**David Constable FM 96** is engaged to **Sarah Clearson HBM 95** and the wedding will take place in September in Mudgee NSW.

**Leigh Wicker FBM 00** has announced his engagement to Heidi Goyder and they will marry in WA in November.

## MARRIAGES



**Aziza Guggemos BB(FM) 08** married Dallas Coridas at their rural property at Elaine, Vic on 9th April. Marcus guests were **Daniel Colbert FBM 08**, **Walker Seccombe FBM 08**, **Robert Swinton BB(FM) 10** **Mark Bastian BB(FM) 09**, **Tom Graham BB(FM) 09**, **Tom Wills HBM 06**, **Tim Chaffey BB(FM) 09**, **Chris Warrick BB(FM) 09**. Aziza and Dallas are operating a rural merchandise store in Elaine. zeezskelpies@yahoo.com

**Stephen Gleeson RBM 05** married Lorna Clark of Sussex, England on 25th September 2010 at Narrabri NSW. The reception was held at Craigdon Guest House. **Nev Reilly FBM 04** and **Nick Freeman FBM 04** attended as groomsmen, and many other Marcus friends were guests. Stephen and Lorna are farming at Walgett NSW. pampas200@bigpond.com

## BIRTHS

**Ben Erwin FM 94** and wife Sandrine welcomed Sophie Madeleine into the world 6th June 2011. A little sister for Isabelle 5 and Amelie 3. bjeag@bigpond.net.au

**Scott Jenkin FM 97** and his wife Joanne have two children - Tait born 10th August 2008 and Arabella born 1st October 2010.



**Brian RBM 01** and **Davina Stacy Wise HBM 01** had a daughter Harriet Anne born 20 August 2010. A sister for Benjamin. yo-espro@westnet.com.au

**Simon Cullam Agri 01** and his wife Helen welcomed their first child Ashly Sienna on 26th April 2011.



**Lisa Cockerell Dopper HBM 02** and her husband Ian have twice the fun raising their son Taylor Lewis and daughter Morgan Joy who were born on 5th October 2010. lisadopper@hotmail.com



**Tara Batt Williams BB(FM) 07** and her husband Shane were thrilled when their first child Henry Benjamin Williams Batt was born on 22 April 2011.

### Diploma of Agribusiness

1 year

### Associate Degree of Agribusiness

2 years

### Bachelor of Business (Agribusiness)

3 years with on or off campus option

Our Agribusiness qualifications open the door to a wide and varied choice of careers.

The involvement of major companies in seminars, case studies, study tours and industry experience ensures agribusiness graduates are highly sought after upon graduation.

## MARCUS ALL OVER

**David Reid FM 72** came back to the family farm 'Hillview' at Crowther NSW and with his wife Beth raised three children Matt, Ben and Anna. reiddfarm@clearmail.com.au

**Bruce Sticpewich FM 73** owned and operated property near Gilgandra NSW where he and his wife Ruth raised Tom and Emma. bsticpewich@clearmail.com.au

**Rilda Sharp Agri 93** a freelance mobile bookkeeper in Warragul Vic from 1974 to 2003, moved to Crystal Book SA and now at Port Pirie SA and choosing part time bookkeeping. Her two grandchildren are a delight. rilda.sharp@internode.on.net

**Warren Sutton HBM 90** is Assistant Trainer with David Hayes Racing and lives at Euroa Vic. He has travelled through Africa and ran his own business there for five years, and on to Europe and America. Warren started at Lindsay Park Euroa in 2001 at its inception and was involved in its development. He also ran a business on leased property from 2004-2009. warren@lindsaypark.com.au

**Rob Hardy BB(FM) 10** is developing a career in the wine industry and worked at Petaluma before heading to Argyle Winery Oregon, USA and travelled extensively through Columbia, Bolivia, Brazil and Argentina. ringo\_69\_@hotmail.com

**Tony Hume FM 76** has retired after a career which included farming goats with **Ronald Dunn FM 76**, before becoming a quarry manager, and has travelled over what he calls "this great land - Australia." He lives at Anglesea Vic. tonycatch22@hotmail.com

**Jim Friend FM 91** is a cattle grazer and recently moved to far north Qld to concentrate on a breeding operation and lives near Mount Garnet. He is married to Jillian and they have two children, Fergus born 2001 and Eliza in 2003. baroneal@bigpond.com

**Penny Hooper BB(Agri) 09** went through ANZ's Agribusiness Graduate Program and on October 2010 was appointed to the role of Agribusiness Manager, ANZ Hamilton Vic. penny.hooper@anz.com or penny\_hooper@hotmail.com

**David Law BB(FM) 10** lives near Walcha NSW and is making a career in banking. lawsy9@hotmail.com

**Bruce Ivers FM 75** is an Environmental Consultant and lives with his wife Iris Whitelock at Ardross WA. They have three children Stephanie, Georgia and Robert. Bruce ran the family farm for 10 years then leased it for 17 before selling in 2003. His interesting career has included a business which manufactured hot water systems and administration manager for a business consulting company. He has a Masters Degree in Leadership and Management from Curtin University. His environmental work is in landcare - growing trees and revegetation, and Bruce establishes nurseries in schools and educates city children about landcare and farming and is bridging the urban/rural gap. When there's time for a hobby he dabbles in vintage aircraft. bruce@crossburn.com.au

**Ben Bjarnesen Agri 05** worked as a hotel manager in Brisbane in 2006, before taking the role of Qld and NT State Manager of Leader Products. He then sought a career in the Queensland Police Services in 2007 and is currently a Police Officer in Roma. ben\_bjarnesen@hotmail.com

**Catherine Campbell HBM 2002** is engaged to Adrian Friend from Mulwala NSW. She has a daughter Emma and is finding time to study for a Diploma in Horse Acupuncture. catherinecampbell@hotmail.com

**Chris Cowan FM 82** is a grazer near Taillem Bend SA and has run the family farm since his father's death in mid 1983. Chris is married to Beth and they have Sarah, **Keith FBM 10** and Celia. chris@poltalloch.com.au

**Jock Campbell Agri 97** his wife Louise and children Harriet and Jack live near Hay NSW where Jock is Property Manager for Paraway Pastoral Company. mungadal@parawaypastoral.com

**Holly Locke Palmer HBM 97** manages a busy life being a Cellardoor Restaurant Manager and Licencee, race horse trainer (licenced) and mother to 4 year old Kody James Locke. Since leaving Marcus Holly has travelled around Australia competing with Quarterhorses. She qualified for the 2007 and 2010 World Show in USA. lockefamily@iinet.net.au

**Clancy Burn FM 05** dairy farmer, budding writer and aspiring photographer, recently scored double success - First and Second out of more than 75 entries in the 2011 Great South West Dairy Awards Best Farm Photos competition.

Clancy is passionate about the dairy industry and was recently elected as an associate board member of WestVic Dairy. Eager to get the most from the experience she is keen to become a fully fledged board member when the opportunity arises. Clancy manages a 1000 cow property at Kirkstall Vic with her husband Mike Hayes and is committed to helping the dairy industry grow.



**WARNING**

**All graduates who have participated in any social activity at the College in the past 49 years...**

**▶ Your sins will catch up with you!**

*Written on behalf of Sam Inglis, MOCOSA and Marcus Oldham Standards Committee in preparation of an upcoming Social Room Refurbishment Campaign. Commencing September 2011. Enquiries contact Susie Rouffignac 03 5247 2919.*

**Advanced Diploma of Farm Business Management**  
3 years

**Bachelor of Business (Farm Management)**  
additional 6 months on campus (off campus option)

The new generation of managers of agricultural businesses will need advanced financial management and marketing skills and be able to access and use information.

Competent managers will adopt current technology and be able to manage both people and risk. Managers require highly developed resource management skills to ensure the business they manage is based on systems that are environmentally and economically sustainable in the long term.

# A Day at Caulfield Racetrack

As a result of a successful bid at the Marcus Oldham Foundation Golf Day, a party of racegoers – **Ian**, Rosie and Katrina **Metherall FM 77**, Paul and Andrew Erskine, and Janet Craigie-McConnell spent a most enlightening April morning at the Caulfield Aquanita Racing Stables of Robert Smerdon. Guided by Foreman, **Henry Dwyer HBM 07** the visitors received an in-depth tour covering all aspects of training and checking horses on a race day.

With this greater understanding, the group later met at the Racecourse to enjoy a complete day of fine dining with a perfect view of the winning post, owner's passes and a tour of the inner workings of the Caulfield complex.

At the early morning track there was an opportunity to group up three Marcus graduates:

## **Ian Metherall FM 77**

Ian Metherall has developed a global business redefining the way commodities are stored, handled and traded globally. With Head Office in Mauritius, Silo Bags International provides innovative bulk commodities storage solutions, which are global, versatile, mobile, quick-to-implement, cost-effective and a grain bulk storage revolution.

Ian also has keen interests in the equine industry and has horse facilities on his property where the family is developing interests in the thoroughbred and equestrian industry.

## **Luke Wilkinson HBM 02**

Luke's role at Mick Price Racing is as Bloodstock Manager and Assistant to Mick Price. He has worked for Mick Price on and off for seven years, and 18 months ago was asked to come back as Bloodstock Manager. Luke attends all sales around Australia and New Zealand with Mick or as his representative. He is at track work in the tower each morning watching all the horses work and reporting back to the owners plus helping Mick select races for the horses and is in charge if Mick is away from the stable.

Luke currently has ownership in 31 Thoroughbreds which includes shares in 22 horses in training with Mick Price. He also has five weanlings, two broodmares, and four others trained around Australia. He has won seven races this season including a 2yo Saturday race in WA so things are going well with the horses with which he has a share in. When Luke left Marcus he started a syndications business that raced horses with Mick Price as the trainer and is still involved in syndications but to a lesser extent.

Luke lives in Werribee which is a 30 minute drive to Caulfield at 4am. He met his partner Liane at Moonee Valley races as they both had a share in the same filly. Liane had six horses at the time and he had about 20 so it was a good match. They have a 15 month daughter Emma who loves riding her rocking horse and watching TVN with her mum and dad. Emma goes to the sales and has been to many race days already.



*Ian Metherall, Luke Wilkinson, Henry Dwyer*

Luke hopes that in around five - eight years he's training and would like to stay in the metropolitan area and train a team of 20 horses at first and hopefully increase over time to have as many as Mick has in work now, but he understands it takes a lot of hard work but he's up for the challenge.

[www.lukeanthonybloodstock.com.au](http://www.lukeanthonybloodstock.com.au)

## **Henry Dwyer HBM 07**

2007 winner of the Australian Thoroughbred Scholarship to Marcus Oldham, Henry had long planned a career in the racing industry and after researching various options decided the Marcus Diploma of Horse Business Management was a logical choice. Henry, a Licensed Trainer, is Foreman at the Racing Stables of Robert Smerdon at Aquanita Racing, Caulfield in Melbourne and is forging a very successful career.

[henry@aquanita.com.au](mailto:henry@aquanita.com.au)

## **MOCOSA Graduate of Excellence Award 2011**

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So I encourage everyone to analyse your own situation to overcome unpredictability for yourself and your future. Obviously you need to take into consideration your own goals and abilities which will be different to mine.

I would like to leave you with a personal aside I received from Mike Brennan from Taylor Byrne about the future. He said: "There will be more opportunities, but for fewer people. Just make sure you're one of them."

John and his wife Virginia have four children: Olivia 7, Hugh 6, Meg 4 and Myles 1. John says,

"Marcus was an important part of my formation and believed in me after I was run over, breaking my back in first term of my first year holidays. Col Hacking and John Miles particularly, arranged some external studies and encouraged me to keep going with the course in the same year in what was a difficult and an uncertain time in my life.

I do believe in the Marcus value for all students. It makes something out of all its students - not just the ones who hand in their Case Study on the Tuesday night!"  
jdnorman@bigpond.com

## The Australian Cotton Industry

Cotton country stretches from Emerald in the north of Queensland to Griffith in southern NSW. Throughout these regions about 1,500 cotton families are growing some of the finest quality cottons in the world. These families not only employ an average of eight staff, but are critical to local businesses, schools and the social fabric of their communities.

Our cotton farmers have been doing it tough for almost a decade, with drought biting hard and impacting on individual families and entire communities. The good news is that the 2010-11 season saw a record crop planted, and a return to better times. When there's plenty of water like this season, the Australian cotton industry will add almost \$2.3 billion to the Australian economy.

The 2010-11 cotton crop is likely to produce approximately 4.05 million bales from 486,630 hectares, compared to last year's crop of 1.7 million bales from 184,000 hectares. This bigger crop is being grown by more cotton farmers, in more pockets of cotton country and in some areas that haven't seen cotton before.

Australia's cotton growers are resilient. They've survived the worst drought in over a century and have learned, by necessity, to make more from less - producing the highest yielding, highest quality, most environmentally-friendly cotton in the world. The industry is working with leading manufacturers and premium brands to differentiate our product, placing it into the hands of consumers all over the globe.

Demand for this great natural fibre continues to outstrip supply on the global market, pushing the world price up and making it easier for our growers to compete in a heavily subsidised marketplace. Australia is the world's third largest cotton exporter, producing sustainable, high quality, low contaminant cottons that attract a premium on the world market and are used in the highest quality cotton products.

Underpinned by ground-breaking research and a willingness to continually improve, Australia's cotton growers are leading the way, from field to fabric.

# Editor's Memo

## Marketing Marcus is an inspiring role!

It's the middle of July and I'm having a fix of Queensland sunshine as I write this between visiting numerous boarding schools in the greater Brisbane region. What inspires me is the interest from senior students, with many of them knowing a Marcus graduate who has inspired them to think seriously of achieving a Marcus Oldham qualification.

We know that 'word of mouth' is our strongest marketing tool but of course we have to underwrite that by continuing to deliver the best and up to date education programs - which we do.

Graduates, who were so inspired by attending Marcus Oldham that they want other young people to take the same opportunity to enhance their career options, can be confident that the College will abide by its Educational Objectives to prepare a student to be a successful graduate.

We are planning a really good weekend to celebrate our 50 years in September 2012 and this event is to celebrate and acknowledge you and fellow graduates who have contributed so much to the industries and professions in which you sought careers. We want you to come back to the College next year and have a party. It'll be one big social gathering. To enable you to make plans the notices have been out now for 12 months and you have 12 months to set aside holiday time and to make bookings.



As for school visits - by the end of September I will have visited schools in Adelaide and extensively in WA and I'm expecting to be further inspired.

**Janet Craigie-McConnell**  
Marketing Officer

## Field Days and Equine Events in 2011

The College will be exhibiting at these Field Days and Equine Events so stop by at our stand as we enjoy seeing graduates and friends of the College.

|                 |                               |     |
|-----------------|-------------------------------|-----|
| August 1-2      | Sheepvention at Hamilton      | Vic |
| August 16-18    | Ag-Quip at Gunnedah           | NSW |
| August 24-25    | Dowerin                       | WA  |
| September 7-8   | Newdegate                     | WA  |
| September 13-14 | WestTech at Barcaldine        | Qld |
| September 20-22 | Henty                         | NSW |
| September 27-29 | Paskeville in Yorke Peninsula | SA  |
| October 4-6     | Elmore                        | Vic |
| November 10-13  | Equitana Sydney               | NSW |
| November 18-20  | Australian International 3DE  | SA  |
| December 8-11   | Saddleworld Dressage Festival | Vic |

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