

Meeting the new Industry Challenges



by GARRY TOPP FSA
Chief Executive Officer

inevitably increase their success rate.

It was obvious from discussion from the floor that it is imperative for the Auctioneer to put potential Buyers at ease by encouraging them into the bidding process. There was no doubt that Society Members gained a tremendous insight into how critical planning of your Auctions has become. Each participant received a presentation kit containing upgraded Terms & Conditions of Sale, Bidders Registration Form, and Vendor Reserve & Instructions.

It was clearly stated by the Presenters that it is imperative that Society Auctioneers do not dwell on the negative aspects of the new recommendations but present a positive, enthusiastic and confident presentation to the media savvy public.

The Society will continue to provide valuable ongoing Training Workshops as the Legislation proceeds through Parliament. Please note Thursday, 5th February - Meeting the new Industry Challenges for Sales Consultants, Listing and Marketing Auction Properties will be held as phase two of our Education process. As evidenced by the latest Society of Auctioneers & Appraisers results, those Auctioneers meeting the challenge of the proposed legislation head-on are continuing to enjoy a healthy success rate.

Please ensure that all staff involved



in any aspect of the marketing and Auction process attend this dynamic new Workshop and heavy discounts will be available for Society Members' staff to encourage you to bring your entire staff to this Presentation, also run by Brett Roenfeldt and Rod Adcock.

The Society of Auctioneers & Appraisers (SA) Inc. Welcomes New Members:

- Bruce Oldman**
Weston Raine & Horne
- Sally Ness**
Weston Raine & Horne - Strathalbyn
- Grant Kluske**
Weston Raine & Horne - Strathalbyn
- Kerry Benton**
LJ Hooker - Plympton
- Steve Alexander**
Ray White - North East
- Judy Valon**
Ray White Clare Valley
- Kathy Tapley**
Ray White Paralowie
- Alby Smith**
Weeks & Macklin Western
- David Cooke**
David Cooke Real Estate
- Andrew Harvey**
Phil McMahon Real Estate
- Anthony Gurney**
PT Henry Butcher Indonesia
- Orlando Pirone**
Government Auctions SA
- Dennis Rielly**
Small & Whitfield

On Monday, 10th November at the Royal Hotel on Henley Beach Road in excess of 70 Members attended this inaugural Workshop Chaired by Society President Peter Economou and presented by Brett Roenfeldt & Rod Adcock, Trainers exclusive to the Society of Auctioneers & Appraisers.

The Workshop dealt with new requirements that have been adopted from the proposed legislation namely declaring the Vendor bid and Buyers registration.

Rod & Brett presented actual case studies on how to conduct an Auction:

- with no registered bidders
- with only one bidder
- with only one bid
- with an unrealistic reserve and only one bidder
- with bidders who refuse to register
- with no starting bid

This informative presentation produced lively discussion from the audience as members tried to embrace the new strategies and techniques that would



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The Official Newsletter of the Society of Auctioneers & Appraisers (SA) Incorporated

DECEMBER 2003

Kangaringa sold for \$13.5 million

by RICHARD COOPER MSA

The sale of Kangaringa in the Keith district of the upper SE of SA reflects the bullish rural real estate market in South Australia according to SA&A board member and Elders man Richard Cooper.

Kangaringa is a property comprising of 13855 ha complete with a 2488 mega litre, high quality water licence.

A big production property with an estimated carrying capacity of 41,300 DSE - Kangaringa is well improved with 3 homesteads, a twelve stand shearing shed,

6 separate centre pivot irrigators and when in full production produces onions, carrots, potatoes, grapes, olives, lucerne seed, other small seeds, wool and beef and mutton. "We are in a strange situation at present in the rural market in SA" Richard said "demand is extremely high but the supply of quality listings is also very strong ensuring our rural sales people are as busy as they have been for years".



Messenger spread Christmas Cheer

by GARRY TOPP FSA
Chief Executive Officer



On Thursday, 4th December Messenger Newspapers hosted an informative tour



of their Pre-Press and Image Digital Facilities, followed by serving a spectacular Cocktail Party with "Christmas Drinks" with the best food I had experienced at this type of function - they certainly know how to impress their guests, which is typical of their professional approach across the board.

Those Members that took advantage



of the exclusive tour were impressed by the technology involved in putting out the 11 Messenger papers each week. Members & other Sponsors were given a special insight how their cutting edge technology now enables Members to virtually place an ad on the Messenger page from their office... a service that some Members are currently using.

Special Thanks to Tom Milosevic, Daniel Canny and Sandra Underwood for a superb Event.



FROM THE PRESIDENT'S DESK

What an incredible year it's been and yes, what an exhilarating year we have planned ahead for 2004.

Legislative reforms, higher interest rates and a more intensely consumer driven market place should give us all good reasons to remain clearly focused on the job and respond in a more productive manner to the challenges of a changing real estate market.

To help you along the way, your Society will be introducing a number of workshops and competency based courses to ensure we are all better

prepared for the inevitable changes and customer demands of the future.

In addition, the Golden Gavel extravaganza this coming year is, in the words of Golden Gavel trustee, Lindsay Warner, "going to blow your socks off!"

Without doubt, this year's event will be refreshingly different. The format will embrace the local business community and will be more broadly representative of the industry at large.

More from Lindsay Warner on this most exciting premier industry event as

by PETER ECONOMOU MSA
PRESIDENT



we approach the Golden Gavel launch in February.

Your Board is continuing to work closely with S.A.A. members and strengthening its alliance with sponsors, as we strive for a more mutually rewarding relationship for all.

With sincere best wishes for the festive season and continuing success in 2004, from all the team at S.A.A.

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Proposed Calender of Events 2004

Date	Event	Location
February	Monday 2nd SAA Newsletter - 11th Golden Gavel Year - Letters to Contestants - Invitations to Launch	Newsletter
	Thursday 5th Meeting the New Industry Challenges - For Sales Consultants Listing & Marketing Auction Properties	Adelaide Entertainment Centre
	Tuesday 24th Metropolitan & Country Nominations open Corporate Forms Product Launch	
	Tuesday 24th Golden Gavel Launch - Cocktail Party 6 pm	Venue
	Friday 27th Membership Directory distributed to Members, Sponsors & Professionals	Membership Directory
	28th - 2nd May In Field Metropolitan Judging - Real Estate & General	In Field
March	Tuesday 2nd & Wednesday 3rd Livestock Auction School including General Legal Update	Airport Club - Adelaide Airport
	Thursday 25th Adelaide Bank Visit	Adelaide Bank
April	Thursday 1st Breakfast of Champions	Ramada Plaza Pier Hotel
	Thursday 8th & Friday 9th Real Estate Auction School 2 Day Workshop 9 am - 4 pm both days Brett Roenfeldt & Rod Adcock	Granada Motor Inn Glenunga
	Friday 9th SAA Newsletter	Newsletter
May	Friday 7th Privacy Act & Sales Contract & Agency Update - Chris Gill Corsers Solicitors (Corporate Forms)	HIA Station Place Hindmarsh
	Monday 24th - Friday 28th Messenger Newspapers Adelaide Bank 11th Golden Gavel Awards Goes Live in 2004	Golden Gavel Venue
	Monday 24th Livestock Competition Sheep 8.30 - 11.30 am, Cattle 1-4 pm	Dublin Livestock Sale Yards
	Monday 24th Country General 9 am - 12 noon	Dublin Livestock Sale Yards
	Tuesday 25th Golden Gavel One on One Coaching - Brett Roenfeldt 1 Hour Personalised Sessions	Brett Roenfeldt's Office - Maylands
	Thursday 27th Country Real Estate Senior & Novice 8.30 - 10.30 am	Golden Gavel Venue
	Thursday 27th Metropolitan Real Estate Novice 10.30 - 11.30 am	Golden Gavel Venue
	Friday 28th Golden Gavel Finals 9.30 - 1 pm Top 5 Shootout	Golden Gavel Venue
	Friday 28th Adelaide Bank Foundation Charity Auction 1.15 pm	Golden Gavel Venue
	Friday 28th Golden Gavel Gala Dinner 7.30 pm	Golden Gavel Venue
June	Thursday 24th Marketing Auction Properties Rod Adcock	HIA Station Place Hindmarsh
	Friday 25th Messenger Newspapers Adelaide Bank Golden Gavel Journal	Journal
July	Thursday 1st Sponsors Lunch 12.30 pm	Majeros Hyde Park
August	Tuesday 10th Sponsor's Joint Training Seminar 8.30 am - 12.30 pm	Adelaide Entertainment Centre
	Thursday 19th The Clerk can make or break an Auction - Brett Roenfeldt 9.15 am - 11.30 am	HIA Station Place Hindmarsh
	Friday 20th SAA Newsletter	Newsletter
	Tuesday 24th Privacy Act & Sales Contract & Agency Update - Chris Gill Corsers Solicitors (Corporate Forms)	HIA Station Place Hindmarsh
	Thursday 26th Technical Application & Legal Update for General Auctioneers (Brett Roenfeldt & Garry Topp)	HIA Station Place Hindmarsh
	Friday 27th du Plessis Auction Gallery Visit 5 pm - 7 pm	du Plessis Auction Gallery
September	Friday 3rd Past President's Lunch	
	Thursday 9th Marketing Auction Properties Rod Adcock	HIA Station Place Hindmarsh
	Friday 10th Society Golf Day 8.00 am shotgun start, Lunch 1.30 pm	Venue
	Thursday 9th 23rd Annual General Meeting of the Society 5.30 - 6 pm	Hyde Park Tavern
	Thursday 9th AGM Cocktail Party 6 pm	Hyde Park Tavern
October	Thursday 7th - 8th General Auction School (Brett Roenfeldt & Garry Topp)	Airport Club - Adelaide Airport
	Friday 22nd SAA Newsletter	Newsletter
	Thursday 28th Breakfast of Champions - Guest Speaker 7.30 - 9 am	Morphettville Function Centre
December	Friday 3rd Adcorp or Bowden Visit - Christmas Drinks	
	Monthly An Auction Injection - A recharge for Senior Auctioneers 2 hour confidential session - Brett Roenfeldt	Brett Roenfeldt's Office - Maylands
	Friday 6th SAA Newsletter	Newsletter

Stemming the tide to the Eastern States

by PAUL du PLESSIS MSAA

With a pronounced lack of quality entries of Antiques, Fine and Decorative Arts and Australian Paintings available in the Eastern States, 2003 saw an influx of multi-national and interstate auction companies to South Australia touting for entries for inclusion in their eastern state sales.

These included Lawson - Menzies, Shapiro's and Brooks Goodman from Sydney, along with the Melbourne based firms Sotheby's, Christies and Leonard Joels.

Commission rates offered to entice the South Australian public to sell their valuable possessions interstate were extremely attractive given that some companies were offering a 00% selling commission, and choosing to extract their commissions solely from the buyers premium, which was operated on a sliding scale of the lot value and varied from 11% - 22.5%.

Whilst some South Australians were

attracted by the plethora of new commissions on offer, the more astute chose to sell their valuable Antique and Art collections in South Australia. Most were invariably swayed by the logistics of transport, storage and insurance costs of moving items interstate.

The "interstate touting" had its rewards for the South Australian auction industry as many items local collectors had never considered selling were suddenly flushed onto the market.

Many of these treasures ended up at du Plessis where the 2003 Spring Auction Season at du Plessis was highlighted by the sale of an Important Ormoluc lad Louis XVI Styled Kingwood Centre table. Crafted in the workshops of the Parisian master Ebéniste Louis-Auguste - Alfred Beurdeley, during the second half of the 19th Century, the table was knocked

down at an astonishing \$70,000 after brisk bidding.

Beurdeley was the Principle cabinet maker to the Garde-meuble during the Second Empire, and was later appointed to craft furniture for the Tuileries Palace and was commissioned by the French Emperor Napoleon III to make furniture as a wedding present for the Emperor's bride Eugenie de Montijo. Beurdeley also exhibited his work at the



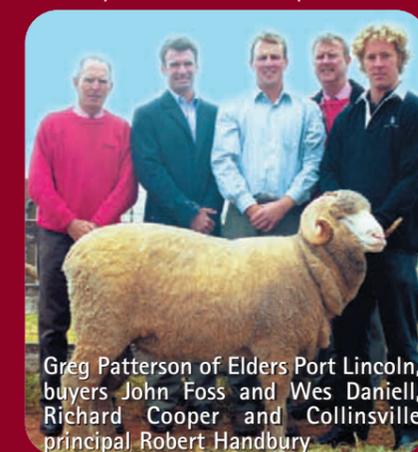
Merino Ram sold for \$40,000

Elders man and SAA Board Member Richard Cooper is back at work after recent surgery following an altercation with an angry Bull in the Saleyards.

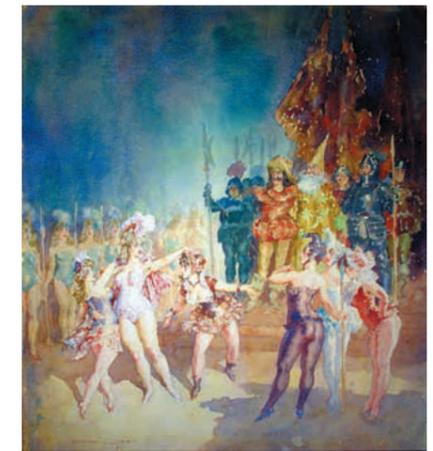
After eight weeks absence he was back at work only two days when he completed the sale of what has turned out to be the "Highest Priced Ram" of any breed sold in 2003 in Australia, i.e. \$40,000 for a Merino Sire from the famous Collinsville Stud in the mid-north of SA.

Purchased privately to two leading Australian studs being the "White River Stud" at Port Lincoln and the "East Mundulla Stud" from Western Australia, Richard, Elders Livestock Operations and Breeding Services Manager said, "It's not often you find such a complete sire, one

that carries an excellent pedigree, is big and robust with bright well-defined wool, and very correct structurally".



Greg Patterson of Elders Port Lincoln, buyers John Foss and Wes Daniell, Richard Cooper and Collinsville principal Robert Handbury



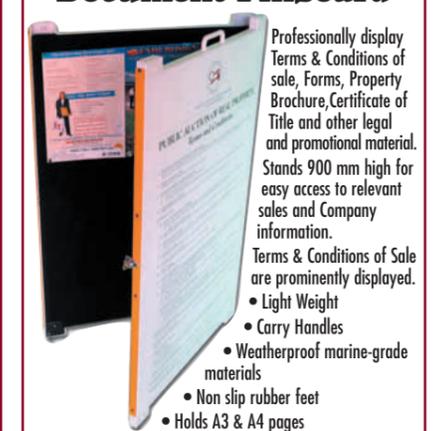
1867 Paris Exhibition.

The Australian Art on offer at the same Auction was of unparalleled quality for Adelaide. The collection of Australian Colonial works and early 20th century investment Art had an estimated value of over \$1 million and comprised no less than seven major works by Norman Lindsay.

These included a watercolour painted for and dedicated to the artist's son, Jack Lindsay, in 1923. Titled *A Bacchanalian Festival*, the work was sold on the day for \$67,500 and was keenly fought over by numerous local and interstate bidders, including a mining identity from Kalgoorlie and a gentleman sailing on his yacht in the Whitsundays. The sailor winning the day.

The 271 Lot auction was well received, attracting overseas and interstate parties as well as the Adelaide public. With over 3,000 people attending the viewing, a capacity crowd filled the saleroom on the day of the auction. A 98% clearance was achieved at the auction, with five of the remaining seven lots also acquiring new owners a few days later.

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