



THE GAVEL AND GLASS

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

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Vineyard Market Review – Past President Colin Gaetjens



Recent financial stresses in the economy have exacerbated what was already a very slow market for vineyard properties in most vineyard areas across Australia.

The wine sector has had its own pressures for a number of years now, culminating in the relatively recent general acceptance that **we are now probably over-planted by about 25% in terms of ongoing viability and sustainability of a healthy and vibrant wine industry.**

With something like 160,000 bearing hectares planted across Australia, this means that something like 40,000 hectares are effectively surplus to requirements for producing grapes which ultimately don't have a home. **This equates to around 400,000 to 450,000 tonnes or a whopping 30 million dozen cases of wine!**

Members will be aware that **Constellation and Foster's have put large areas of vineyard on the market** and these offerings to date have met with limited success, with price being the motivating factor where sales have occurred. Those transactions that have occurred have been at relatively low figures compared to historical vineyard prices. Our vineyard offerings by **Gaetjens Langley** on behalf of **Constellation** in key areas such as **Clare, Padthaway, Wrattobully and Coonawarra** have met with limited interest and getting properties across the line is hard work, even though some of them will be happily contracted back for various periods.

Although the Foster's offering has just closed, we are hearing various reports of limited interest as well, and I think this is generally indicative of a lack of interest in investing in a sector which is under such a cloud at present given the grape oversupply, declining export markets, price pressures



from the Woolworths/Coles duopoly not to mention the added difficulties of hard trading conditions in these difficult times.

Basically, until the over-supply situation is resolved, every vineyard is under a dark cloud with no special indicators of which properties or which regions are actually the culprit in the surplus production. It is actually shared across all regions and cannot be specifically blamed on any particular sectors, such as Managed Investment Schemes, although huge plantings under this model have certainly added to the overall total. **The Great Southern vineyards will be offered for sale** at some stage and like some of the Foster's, Constellation and other properties there will no doubt be some vine removals, as there will be in areas relying on irrigation.

Continuing difficulty in getting access to sufficient water for vineyard viability remains a big issue. Government incompetence and inaction over managing the Murray Darling Basin and continuing drought will continue to have a big impact in the high volume production areas of Riverina, Sunraysia, and our Riverland.

Falls in value in premium regions of 20% to 40% and higher are not uncommon but relatively few transactions are taking place. One bright spot is probably the Adelaide Hills where because of smaller vineyard sizes,



lifestyle considerations, good water supplies, and quality production with generally a good home for the fruit there are plenty of reasons to be in this excellent region.

Various commentators suggest that it will be anywhere from two to five years before the wine sector sorts itself out but hopefully as the economy improves, vineyards do actually come out of the ground and the push to reinvigorate our export sales at higher price points succeeds there will be a little more light in the gloomy prospects presently facing the sector.

I leave you with some photographs of a recent valuation trip where, courtesy of a colleague of mine in WA who has a helicopter, we were able to visit and value seven vineyards for Great Southern in the space of a day and a half where because of the distances involved, the driving time alone would have been around 15 hours. ●

COLIN F GAETJENS
WINE INDUSTRY VALUER
FAPI (VAL, P&M), REIV (AUST),
AREI, FSAA

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CEO Report 2009 – Garry Topp FSAA (Life)



The Society of Auctioneers & Appraisers (SA) is the Professional Body representing the specialist interests of Auctioneers in SA.

The new role of CEO commenced in July 2001, and July 2009 marked eight years where I have been involved in the position of CEO, Secretary and Treasurer.

The Society has become far more efficient and Member Services oriented. The role has developed from initially a clerical and administration role to being integrated with all facets of the Society with input into Newsletters and Journals, brainstorming meetings with Sponsors and Event Organisers, organising input to give Members and Sponsors high profile and exposure to the public, to participating in the organisation and strategy of the Messenger Community News~Mortgage Choice Golden Gavel Awards, Schools Auction Idol, Training Workshops, Breakfasts, Golf Days, Tennis Days and all the ongoing business and initiatives of the Society.



May I take the opportunity of paying tribute to Golden Gavel Trustee, Lindsay Warner, 2005 Messenger Community News~Mortgage Choice

Golden Gavel Winner and Past President of the Society and the creator of the Schools Auction Idol Competition. Lindsay's foresight has seen the Auction Idol Competition bloom into a record number of schools this year, including some of the private schools. Auction Idol is a registered trade mark in Australia and New Zealand and the competition is getting bigger and grander each year and the word is spreading. Lindsay will continue his role as trustee again in 2010 (I think we should make the appointment permanent as Lindsay is perfect for the job, he thrives on it! Lindsay is dedicated to the ideals of the Society and its Members, has abounding energy and is the epitome of what the Society stands for in promotion of the Auction process as the absolute best

marketing strategy to put focus on you and your business. In 2007 Lindsay introduced the inaugural SCHOOL'S AUCTION IDOL COMPETITION which has taken the Society and Auctioneering into South Australian Schools. Once again, the Society of Auctioneers & Appraisers (SA) Inc. leads Australasia in auction innovation.

The Messenger Community News~Mortgage Choice Golden Gavel Competition and Awards:

From the Launch in February right through to the Awards night in May, this year we totally raised the bar of professionalism across the Board with the initiatives of Trustee Lindsay Warner and President Mark Forde and Major Sponsors Messenger Community News and Mortgage Choice who all attended the many meetings where we set the pace and planned the promotion.



For the fourth year we appointed Tracy Flynn as Event Organiser and might I say that working with Tracy was an absolute pleasure, as she is totally hands on. Tracy is a

refreshing addition to our team and I am pleased to say we intend to reappoint her to manage all our Golden Gavel and Schools Auction Idol Events in 2010.



I sincerely acknowledge Mortgage Choice mainly Louise Small whose sponsorship, commitment and involvement has ensured that Society Members are well

recognized as the best in Australia and the Society and the Awards are still at the forefront and leading the market in Australia.



May I take this opportunity to sincerely thank and acknowledge Messenger Community News for the relentless and sensational promotion they gave us this year. There

was hardly a Messenger published from the Launch in March to the Awards night in May without extensive coverage of the Society and the Awards. I look forward to working with John Turner, Danny Canny and Sue Tuk and all the others for the balance of 2009 and in 2010 and beyond. This is Messenger's 16th year of sponsorship of the Society and I would like to think that the Society has been

instrumental in assisting Messenger to develop their Real Estate sections over the years.

I also acknowledge Property Enhancers, Bowden Printing, HC Communications, Adcorp, Lexus of Adelaide, Connectnow, Corsers Solicitors and Kirrihill Wines.

Thanks also to The Advertiser for their coverage of the Awards and for allowing us to add copy to the monthly Auction Results published every third Tuesday.

The Sponsor Network is very important to the Society and we commit to further enhance our relationship with you all in 2010 and beyond.

I hope you all renew as we have just printed a new batch of rulers!

Training:

This year we have greatly increased training with more Workshops held this year than ever before. All Workshops were well attended and with the Form 1 Training we did, some 600 Members and Associates attended Society Training throughout the year.

The 26A Two Day Auction School has been reworked into a three day which gives participants Licensing under the new legislation on successful completion.

The role of CEO has had enormous benefits to Members and the Public, with complaints against members being resolved or solved on the first phone call, with only one complaint from the public being lodged formally and going to the Board for adjudication in the last 12 months.

I get very many phone calls from the public with enquiries about Agency Agreements and Contracts, and while it takes up a lot of time, it surely expounds goodwill from the Society. Many times after a situation is resolved, I get a thank you phone call; this is unusual in today's market place so the personal contact is obviously appreciated.

The Society's Web page:

Is being continually updated. All Society documents are available on the web. Featured are also details about the Society, Hints for Vendors and Purchasers, Auction Results and Golden Gavel. The Journals and Newsletters page contains the 32 page Golden Gavel Journal with all awards and pictures and all newsletters will be put online from now on.

Last year we got approximately 20,000 hits per month. This month we received 37,000 hits, which is a lot of people looking at our web page. And this year,

The Society has become far more efficient and Member Services oriented.

CEO Report 2009 continued

I have experienced a dedicated Board and passionate Members and strong corporate support of the Society and its ideals.

check out the Golden Gavel section where we not only feature the Journal online and a collage of pictures of category winners, but the Messenger Community News~Mortgage Choice Golden Gavel winner Josh Biggs' winning performance can also be watched on line! All other finalists and the five Auction Idol Finalists can also be seen online.

Recently we added an Upcoming Real Estate Auctions section to the home page where auctioneers can post upcoming auctions and then log-in after the auction and post the result. This is being utilised by Jon Moore, Phil McMahon and Brett Roenfeldt. I encourage all Auctioneers to participate and shortly we will introduce upcoming General & Livestock Auctions as well!

AucDocs Corporate Forms users have also increased this year by 20% – from 130 users last year to nearly 170 this year and still growing.

Office Administration:



In February we employed Ngan Do. Ngan has proved to be very efficient, she is methodical, checks everything, has got to know many of the Members and she is a pleasure to work with.

Membership has decreased slightly this year with 335 members as at 30th June compared to 346 Members (320 this time in 2008). However, since the end of June we have enjoyed a steady increase in membership applications with a record 361 as of today! 26 new members and still new applications coming in every day.

Membership Promotion;

The Members Search on the web was yet again upgraded this year to include colored pictures of all Members who sent them in as part of the Society's ongoing commitment to promote members to the Public.

Working with REISA:

It is the Society's focus to have a good working relationship with REISA for the betterment of our industry as a whole

facilitated by the REISA new CEO Greg Troughton.

General Legislation:

The Government has introduced The Secondhand Dealers and Pawnbrokers Bill which has erroneous requirements for General Auctions. Headed by Board member Joe Ienco, we lobbied the Government in the same way as we did with the Real Estate Bill and we are pleased to announce that we have successfully had Auctioneers removed from virtually all the requirements. It will go back to Parliament on 22nd October and if not successful there we have strong support from John Darley and The Family First and The Liberals in the Upper House.

Other Society initiatives in the last year have included:

- Meeting the Minister to try to get funding to expand the School's Auction Idol
- Participated in the SA Junior Heifer Expo at the Showgrounds with Ben Finch from Elders
- Livestock Auction School September 2008 we will do another one in 3 weeks
- Breakfast of Champions with Stephen Pallaris DPP
- Document Seminar with Chris Gill in Coonawarra
- Industry Leaders Lunch in November 2008
- Auction Task Force Regular meetings with REISA
- Breakfast of Champions with Bernard Booth
- Sell 49% Listings in 21 Days Workshop May 09

May I take this opportunity to compliment Mark Forde on the superb job he has done this year as President. His grasp, positive action and commitment to the Society have been instrumental together with the Board of Management.

To the rest of the Board, it was an absolute pleasure in working with you all. I have been lucky enough to work with these high achievers and the Society is in better standing now as a result of your input and dedication to our Industry.



To Josh Biggs and Phil Harris who were in Hobart three weeks ago as entrants in the Australasian Auction Competition. A New Zealander, Phil McGoldrick, won the 2009 competition – a NZ win for the third consecutive year. We await the day when a South



Australian wins again, remembering the inaugural win by Michael Brock in 1994.

In the year 2009 I have experienced a dedicated Board and passionate Members and strong corporate support of the Society and its ideals and for what we are striving to achieve in the South Australian market.

I would like to see a focus on a renewed promotion of the Auction method of marketing for 2010. At the moment auction numbers are down, reflecting the current numbers of properties on the market.

May I also pay tribute to Brett Roenfeldt who has assisted the Society and our Sponsors by running Presentations Skills workshops for approximately 40 participants. Brett is dedicated and a tireless Society high achiever who continually assists me and the Board in all matters of Auction. Brett has been fantastic in the way he assists the Society to stay at the forefront of Auctioning and Appraising in South Australia.

I have a passion for the Society and its Members and ideals and can see it growing and capitalizing on its hands-on, passionate and personal approach with a dynamic Board of dedicated Auctioneers & Appraisers.

The Society now enjoys unilateral support and is recognised by the industry as the leading organisation fighting for the rights and recognition of its Members in the specialist fields of auctioneering and Appraising in South Australia. ●

GARRY TOPP FSAA (LIFE), CEO

Charity Auctions AJ Coleman



Charity: 107.9 Life FM
Auction Lots: B&B Packages, Art, Electric Guitar, Asst Items
Auctioneer: AJ Colman
Realisation: \$10,000

Charity: Cancer Council SA
Auction Lots: Paintball tickets, coffee machine, vouchers, memorabilia
Auctioneer: AJ Colman
Realisation: \$5,500

Charity: Camp Quality Cheer Squad
Auction Lots: BMW + accommodation at Sfera's for weekend, Art, Jewellery, Asst Items
Realisation: \$9,500

Livestock Auctioneers Young Guns – “Livestock Idols”

On Tuesday 6th October, 2009 eight aspiring young Livestock Auctioneers ranging in age from 13 to 18 arrived at the Osmond Room at the Arkaba Hotel for a dynamic, mind blowing full day of Auction Training delivered by Society Nationally Accredited Trainers, Brett Roenfeldt and Garry Topp. The Society provides this one day Training Workshop to the eight top performers who stand out with potential from the Three Day South Australian Junior Heifer Expo held at the Showgrounds each year, organised by Ben Finch M.S.A.A. from Elders Millicent.

This year participants were **Rebecca Peuker** from Mount Gambier, who at 15 owns her own cattle stud, plays piano and saxophone and will go to Urrbrae College next year. She will help auction her parents' upcoming sale and hopes to gain more confidence in Auctioneering by attending. **Ryan Konzag**, the youngest participant at 13, lives at Mallala and attends Trinity College, Gawler involved in their cattle club, lives on 4,700 acres at Parkview which is mainly cropping, and aspires to attend Roseworthy College and achieve Bachelor of Agriculture.

Jake Taylor from Hamilton, Victoria is in Year 11, is 16 and owns his own shorthorn stud on his parents' property and wants to improve on his auctioneering skills. **Emily Buddle**, a Year 11 student at Urrbrae

College currently studying Agriculture, is hoping to go to Roseworthy. **Hannah Lewis** will be graded at school about what she learns at the Workshop as she will deliver her own presentation to display her newly learnt skills. **Jamie Burns** from Horsham, Victoria is currently studying the Agriculture Course, originally from Tasmania, has worked for five years on a mixed farm aspires to improve his public speaking skills by attending.

Nick van den Burg from Cherry Gardens in the Adelaide Hills is at Westminster School. Nick's passion is angora goats, rock climbing and hiking and he aspires to be involved in the livestock industry. **Ben Dohnt** from Snowtown, now at Adelaide Uni also owns a shorthorn stud.

All participants seemed to get on really well together and encouraged each other to reach for the sky! When asked in a critique at the end of the session *“What did you like the most?”* some of the answer included: the energy and knowledge of the presenters, the encouragement, tips and skills, feedback, structure, gaining expert critique, being able to bounce ideas off each other, and when asked *“What do you perceive are the main benefits of this workshop?”* answers included: chance to improve in leaps and bounds, awesome course, really well worth attending, the best course I have ever attended, great critique and assistance,



the best part was having fun while learning, a great start to a future in Auctioneering, major improvement in personal confidence, helps with public speaking, lots of fun, learning the skills and legalities etc.

Head Trainer, **Brett Roenfeldt** was blown away with the massive improvement that evolved as the day progressed. This one day workshop is unique in this country and has become a springboard for these students to enter the Auctioneering field within the rural industry. Never before have we had the opportunity to train such a broad range of students. At 13 years of age, young **Ryan** was quite amazing with a depth of maturity that equalled his much older peers. This innovative workshop is offered by the Society free of charge, demonstrating further the Society's commitment to promoting the auction system as a vocation choice for these young country high achievers. ●

BEN FINCH MSAA



Addressing a Group – Its easy – Presentation Skills!

Presentation Skills Workshops are designed by the Society and presented by Nationally Accredited Society Head Trainer, **Brett Roenfeldt**, to fine tune Sponsor's speaking skills when addressing groups, e.g. Agents Sales Meetings. The fourth highly successful workshop for 2009 was held on 19th October at the Osmond Room at the Arkaba for **Bowden Printing, Messenger Community News, Property Enhancers and Bridge Events**.

The session commences with each participant addressing the group by telling them who they are, and what they hope to achieve by attending. **Shawn Jones from Messenger** has had varied roles with Messenger over the last seven years including launching new products, Group Real Estate Management roles and Regional Manager in the North hoping to increase his prestaton skills to staff and groups. His passion outside of work is teaching ballroom dancing.

Jeremy Slater has been with Messenger for 12 months as western category sales manager. He loves Adelaide media, having worked in the industry for 30 years – even enjoying a stint in Malaysia selling illuminated billboards. Jeremy's passion is newspapers and he thoroughly enjoys the comradery at Messenger and is attending to keep his presentation skills at the top level. Also from Messenger, **Chris Dimitrak has been with Messenger for 15 years** in three major roles commencing in 1994 with The Guardian, has been responsible for the release of five new publications and his passion is working at the races as a Bookmakers Clerk. He has three daughters and wants to get some constructive feedback on his presentations.

Felicity Wood, moving from Property Enhancers to Messenger (nice to see her stay in the Society Sponsors group) has participated before, and after much



fine tuning and practice can deliver a truly amazing performance already. What commitment and dedication! She is back once again to try to continually improve her already mind blowing presentation which seems to have it all!

Tracy Flynn, our event organiser, commenced her own company four years ago and in that short time has managed some major events right round Australia, Canada and the United Kingdom. Tracy manages the major auction event, the **Messenger Community News~Mortgage Choice Golden Gavel Awards**, which now encompasses the School's Auction Idol and like the other people attending wants to learn some new skills in presenting herself to an audience.

Antoinette O'Connor from Property Enhancers, her first day and she is here looking forward to her new position with a passion for decorating. Previously she was Duty Manager at Adelaide Airport with a car hire company, co-owns three battery shops with her husband and has three wonderful kids. **Angela Olero**, still attended after loosing her voice, has been in sales for 30 years and wants to gain confidence in speaking to groups.

Finally, **Luke Bowden as the Sales & Marketing Manager for his family company, Bowden Printing**, seems to

have his presentation nailed, came in for some fine tuning and to learn new skills in addressing his Sales Consultants, loves all sport especially football, soccer and cricket.

It was a fun afternoon, plenty of laughter as the performances were enhanced by setting the scene, using props, drama and putting structure and relevance in to a point where the speakers became dynamic and learnt tricks to keep the audience attention right to the end. Several of the participants were instructed on how to utilise powerful Powerpoint presentations to enhance their verbal presentation. **Each participant has now been given the challenge to prepare a dynamic presentation which will be performed in four weeks** time for evaluation and critiquing. **One stand out for the day was Shaun Jones**. He has a great personality and has all the ingredients to be an extremely powerful presenter. We look forward to his and the other final performances on Wednesday 2nd December. ●

BRETT ROENFELDT FSAA (LIFE)



Presentation of Tribute Awards at 2009 AGM

A Tribute Award is a new Award where the Society formally recognizes dedication to the Society and the Professions of Auctioneering & Appraising.

Alf Talotta joined the Society in 1997 when he returned to live in Adelaide, and served on the Board in 2002 & 2003. Alf started his real estate career in Melbourne in 1981 and from inception into the Industry was committed to Auction.

Alf and wife Jacqui opened Ray White CLG from scratch in 1999 and set the pace for auction sales in the area. Since joining the Board, Alf assisted the Society in all facets of especially the Golden Gavel Competition as a bidder and Judge and many other roles and has attended most Society functions and Training Events over the many years. **Alf stands out as a great supporter of the Society its Board and Members.** Alf and Jackie recently sold their business and have commenced work with Turner partners. **The Society formally recognizes Alf's dedication by making this Award.**

Tony Tagni joined the Society in January 1988 this year marking 21 years. Tony commenced auctioning in 1986 and is passionate about auction. He currently conducts approx 125 auctions per year for the Elders group. He is southern zone winner



on 4 occasions and twice a Messenger Community News~Mortgage Choice Golden Gavel Finalist. Tony is a strong supporter of the Society and has attended many Society Functions and assisted with the Judging and all facets of the Golden Gavel Competition. **Tony was awarded Master Auctioneer status in 1996** and has served on the Board of Management.

Christopher McLaughlan

Christopher McLaughlan was involved in the Society prior to its inception.

Towards the end of 1981, the then General Manager of the Real Estate Institute of South Australia, Mr Colin Spry, wrote that sweeping changes were to be made for the currently licensed Auctioneers and Appraisers. The Government thought fit that such persons establish a self regulatory body, to replace the licensing procedure.

Hence a Society for persons interested either in the appraisal of chattels and real property or the auction of chattels, real property, live-stock and other goods, was formed to be known as the 'Society of Auctioneers and Appraisers (SA) Incorporated'.

Christopher, together with the Society's first President **John Fereday**, held discussions with Michael Noblett (representing the Government) in order to seek advice on what they required for the new structure.

From the very beginning of the Society he was part of the Committee, being at various occasions the Chairman of the Auctioneers sub-committee, Editor of the Newsletter and one of the incumbents of establishing the Auction Schools.

Following this, he was elected by ballot



to be the Third President of the Society, holding that position 1984 to 1987.

Since those days he has continued his very strong beliefs in the importance of the Society, valuing greatly being a Member of an independent organisation representing Auctioneers and Appraisers.

Christopher is a Life Member of the Society.

He has been recently quoted as saying "How the wheel turns" witnessing a rather ironic situation where the current Government has been responsible in securing now registration for Auctioneers.

Christopher is a strong Society supporter and attends virtually all Society functions and we formally recognise his contribution with this Tribute Award.

Presentation of Life Membership to Lindsay Douglas Warner

Lindsay joined the Society on 21st October 1997 and has been a Member now for some 12 years. He has had over 20 year's Real Estate experience and prior to real estate Lindsay was a member of the Police Star Force so he wanted some more excitement so he entered real estate

Lindsay's current position is Corporate Auctioneer & Auction Trainer for Brock

Tribute Award



I acknowledge the Honour conferred to me this evening, I would comment that it has been very comforting to see the development of the Society over

the years, to be very proud to be part of such a professional body representing Auctioneers and Appraisers.

One thing that must be uppermost in our minds as a Society is to ensure that we are seen and do very ardently represent our causes to the Government.

It is very pleasing that it is very evident that our Members really appreciate the value of having a separate body representing Auctioneers and Appraisers.

It has been occasionally cynically said that there is nothing more past that a Past President. I am quite convinced that this does not apply to any Past President of the Society. You have my complete support that I will foster the ideals and practices of the Society for many years to come. 'Thank you'. ●

**CHRISTOPHER MCLAUGHLIN
FSAA (LIFE)**

Tribute Award



I would like to say thank you again to the Society particularly to the President and current Board Members for

recognition with the Tribute Award. I appreciate it very much and proudly remain a member of the Society, enjoy the camaraderie and interaction with the greats of the industry and the work it does in promoting this powerful method of sale. ●

ALF TALOTTA MSAA (MASTER)

Presentation of Tribute Awards cont.

Harcourts South Australia and Nationally accredited Trainer with the Society as well as his main role of Messenger Community News~Mortgage Choice Golden Gavel & Schools Auction Idol Trustee.

Lindsay is a Past President of the Society serving as President in 2002/2003. He has held the role of Board Advisor over several years and has assisted with all facets of the Society in particular in Training & Competition. He won the prestigious Messenger Community News~Mortgage Choice Golden Gavel in 2005, was instrumental in lobbying the Government with the Society with the then proposed real estate Industry Reform Bill way back in 2002 and got to know John Rau so well he invited him as a guest Judge at

School's Auction Idol Competition where the concept had evolved after we were given the charter of succession planning by introducing high school students to the real estate profession via the Art of Auction. The brainwave of introducing the ancient art of Auction to students was Lindsay's' but not only did he come up with the idea, he has passionately driven it since inception. Lindsay wrote the Workbooks, the formats, the mentor's guidelines and personally visited schools gave addresses at Schools VET conferences and took the School's Idols into as many as 40 schools personally where he then organized Society Auctioneers as Mentors for the program. Lindsay personally mentored many of the students himself.



the competition in 2006. Lindsay was made a Fellow of the Society in 2004, was 1994 Hills & Country winner, would you believe he has won the Northern zone in 1996, the western zone in 2001 and 2002, Commercial & Industrial in 2002, was a top 5 finalist in 2001, he has been a bidder, a judge, and is a high achiever and has a passion for the professions and the Society.

In May 2009 Lindsay won the Harcourts Australian Auctioneering Competition.

In 2007 the Society of Auctioneers & Appraisers (SA) Inc. introduced the

In 2010 the Society will trail a research project for year 12 students where School's Auction Idol will develop into a research project worth SACE points. Schools Idol will become a Community Learning subject and will be a compulsory subject starting in 2011 in some schools as they recognize the life time skills in preparation, and public speaking that this module delivers.

Lindsay, your foresight, passion and commitment to the Society and its ideals is recognised and we ask you to formally accept Life Membership status. ●

GARRY TOPP FSAA (LIFE)

Life Membership



It is with much pleasure that I have received a "Life Membership" of the Society of Auctioneers and Appraisers (SA) Inc. The ride over

the years has been very educational and the support I have received from many other fellow members of the Society, as my auctioneering career has progressed, has been exceptional. I first competed in the Golden Gavel in 1993 and was fortunate to win the Hills and Country section that year.

My time on the Board as a Vice President and President has been a privilege to work with many of the most experienced and flamboyant members of our industry and assist with many aspects of the Real Estate industry. Over the last four years, I have enjoyed the position as the Messenger Community News~Mortgage Choice Golden Gavel Trustee and to watch the development of our senior and rising star auctioneers has been very rewarding. The most recent innovation, being the School's Auction Idol, has exceeded all our expectations and now that we are seeing the fruits of our labour with these young stars now entering our industry continues to add to the quality of our membership. I have competed or been in auction competitions every year since 1993, and have never lost the passion for the process of learning more about the art form we call Auctioneering. Thankyou to all those who have supported me over the years. ●

LINDSAY WARNER FSAA (LIFE)

Tribute Award



It was an absolute honour to be the recipient of this award. To be recognised by the Society for doing what one is absolutely passionate about, particularly in front of one's peers with many legends of the industry present was indeed a most humbling experience.

I have always and will continue to promote the Society and the Auction process in general as the ultimate methodology of marketing.

Thank you once again to the Society - your recognition is very much valued and appreciated. ●

TONY TAGNI MSA (MASTER)

Kirrihill Corporate Gifts for Christmas

Kirrihill have released a selection of wine packs, ideal for Christmas, special occasion gifts, Corporate Gift Boxes and Christmas Party Packs including Red and White Wine Packs, Mixed Wine Packs, Wine and

Produce Packs and a Christmas Party Pack. Order forms and the price list are available to download on our website: auctioneers.com.au/pdfs/order_form_kirrihill.pdf ●



Real Estate Auctions – Prescribed Conditions A to M



Members are reminded that it is a legislative requirement of auction to read the full conditions of A-M from the Regulations.

Whilst REISA and the Society acknowledge this is a long and legalistic summary of the terms and conditions, it is mandatory to ensure that you are meeting your legal obligations as an auctioneer.

Many auctioneers are summarizing these conditions and regrettably, this is an offence under the new laws. With OCBA inspectors so hot on monitoring auction conduct, we urge members to comply by reading the full conditions.

REISA and the Society are making the issue of reading the full conditions an item for consultation with Government. We strongly support a more simplified set of conditions being introduced, or ideally, the auctioneer simply summarizing the pertinent points (as

per the practical approach before the new laws were introduced).

Additionally, members may have heard recent media coverage about proposed changes to the federal Trade Practices Amendment Bill. REISA and the Society would like to remind members that the South Australian legislation already has provisions for underquoting and associated fines. ●

GARRY TOPP FSAA (LIFE), CEO

President's Vision 2010 – Mark Forde FSAA



Mark Forde was re-elected as President at a meeting which followed the AGM and Andy Edwards was elected as Vice President. Mark Forde gave an overview of his Vision for

2010 which included to **continue to build on our strong relationship with REISA** to present a unified voice as the peak industry bodies in South Australia. The main focus will continue to be working through the new legislation and ensuring that we are heard in Government and that the legislation is understood and enacted conscientiously by our Members. To this end our very strong

relationship with Corsers Solicitors/Lawsoft and in particular Mark Kurtze and Chris Gill is paramount to ensure we continue to provide industry leading documentation, resources and training.

We plan to revive the Livestock Competition as an integral part of the **Messenger Community News~Mortgage Choice Golden Gavel** and visit regional centres with interesting and informative training. We will continue to have outstanding breakfast speakers to match the calibre of **Alexander Downer, Stephen Pallas** and most recently the Leader of the Opposition, **Isobel Redmond**.

The year ahead promises to be challenging (but in reality, aren't they all) and I can promise you all the support moving forward from your Society, our tireless CEO and your Board. Finally I would like to formally recognise and thank our loyal sponsors for their ongoing support and would encourage all our members to make use of their outstanding services.

On behalf of the Board, I would like to wish all our members and their families a very safe and happy Christmas and an amazing 2010. ●

**MARK FORDE FSAA
PRESIDENT**

A Week in the Life of a Real Estate Auctioneer – B.R.



Freelance Auctioneer Brett Roenfeldt has had a week of enormous diversity which is one of the main reasons he loves what he does. On Thursday 15th October, he drove to Loxton

to auction the historic **Bookpeurnong Homestead built in 1911** and situated just 10 miles north of Loxton. The Homestead had unsurpassed stunning views of the beautiful Murray River and the tourist attraction of Lock 4. Set on 5,345 square metres of land, the property had previously been on the market with a local agent.

Using the auction system, although there was no bidding on the day, several interested parties are now in the early stages of negotiation with **Ray White Berri, Principal Greg Cram**. On the following day, Friday 16th, Brett drove down to **Tintinara for the landmark auction of Carilla**, one of the largest dairy farms in the South East. The property was being offered by **Colliers International** under instructions from receivers and managers, Ferrier Hodgson. **The property occupies 1,331 hectares with water licences capable of irrigating 406 hectares with a herd of approximately 2,400 cattle and a 50 head rotary milker.** The property was offered initially as a going concern with all fixed plant stock and water licences and then if not sold then offered as a standalone. Two registered bidders competed for the property with highest bid as a going concern after extensive negotiation being presented to the Vendors in Sydney the following week for consultation.

Then on Saturday 17th to 18 Kintore Avenue Prospect for the auction of a classic very original **Queen Anne Villa built in 1915 and set on a huge allotment of 835 square metres.** The property was marketed by Society member Professionals Prospect and strong registrations ensured very competitive bidding to finally sell at \$774,000 – well in excess of Vendor's expectation.

Later that day Brett auctioned 32 School Drive, Banksia Park, a conventional 4 bedroom home on an **irreplaceable allotment of 1,790 square metres.** Once again strong bidder registrations in place **with the hammer coming down at \$422,000**, significantly above Vendor's expectations yet again. Interesting to note many Agents would not have considered this property for Auction, and yet **utilising this powerful marketing method, a fabulous result was achieved.**

Back into the car on Tuesday 20th to take a 2¾ hour drive to Jamestown to auction a 179.27 ha block of good, flat, fully arable cropping land. **The property known as Slatterys is situated at Hornsdale** and the auction was conducted at the Jamestown football clubrooms. The audience was

small, the crowd tough and no bidding was extracted. Agents are now in negotiations with adjoining neighbours and share farmer to try to negotiate a satisfactory result.

Finally for Savills, the **Auction of three iconic Hungry Jacks outlets at Golden Grove, Hackham and Gepps Cross** were conducted at the Siebel Playford Conference Room. Like the previous auction of three outlets reported here last month, interest was extremely strong for these prize commercial investments. The registration desk was kept busy for three quarters of an hour to ensure we had the maximum qualified buyers there on the day. **Golden Grove was the first offering, realising \$2.055M showing a 5.67% yield** which set the tone for the day. **Hackham achieved a sale realisation of huge \$2.3M showing a yield of 5.78%**, and finally **Gepps Cross a much smaller site but with massive exposure realised \$1.625, showing a yield of 6.95%.**

It doesn't matter what style of property you have as we move towards the end of 2009 quality property is still experiencing strong interest and demand and is reflected in the results achieved over this dynamic seven day period. ●



Society Auctioneers – Promoting you and your upcoming Real Estate Auctions on the Society Web page

As part of our on-going commitment to promote Society members to the public, we have come up with a new initiative of putting upcoming Real Estate Auctions on the web, where we promote upcoming Auctions for Auctioneers who are Members of the Society.

We request that you send us an email at the end of every week (by lunchtime Fridays) with details of Auctions you have been booked to hold, the property address and a short description of the property i.e. House 3BR or Vacant Land 750 m², and the date and time of the Auction. Sample format attached!

We will enter this information on the web page.

WEEKLY REPORTING TEMPLATE FOR REPORTING ON SOCIETY WEB PAGE:
 Please send in weekly (by Fridays 12noon) for all up-coming Real Estate Auctions

Suburb	Brighton
Address	498 Brighton Road
Description	House - 3BR
Agent	L J Hooker - Glenelg
Sales Person	Aaron Barr
Auction Date	3/9/09
Auction Time	11am
Auctioneer	Garry Topp
Auctioneer Email	ceo@auctioneers.com.au

Please also include your email address in the information you send us. When we enter the information the system will automatically generate an email to you which will contain the link to each particular property. **After the auction has been held you can click on the link and update the information by putting the result live on the web**, so on a Saturday after you complete your last auction you

can update all properties offered with the outcomes.

The public can then click on our web site and view the latest Real Estate Auctions.

If a property is held over and then subsequently sold, it can be updated when finally sold!

This new service is now up and running so please send in this Friday details of all up-coming Real Estate Auctions by email in the format shown.

We will still require the monthly Auction Results as usual at the end of each month for publication in the Society feature in *The Advertiser*. ●

GARRY TOPP FSAA (LIFE), CEO

Nick Baranikow loves Vodafone



“I’ve used Telstra for many years and have been reluctant to change carriers, mainly due to their (perceived) better area coverage. After meeting Julian Robins from HC

Mobile at the Society AGM, we set up a time to assess our mobile phone requirements. Julian was very good at providing a balanced comparison between Telstra and Vodafone coverage/services, as well as providing a (brand new) loan phone from Vodafone so we could test their coverage down at Goolwa.

Bottom line: coverage was very similar but the Vodafone plans are far superior to Telstra. Julian has also been able to tailor a far more cost effective phone plan for our total business and we made a smooth change-over to Vodafone last week. Now we are just waiting for our new I-phones to arrive!

I can recommend Julian’s advice and service, and so far Vodafone has impressed me with their customer care.” ●

NICK BARANIKOW MSA

Thanks for the Vodafone!



Just a quick line to let you know how thrilled I was to be the highest bidder for the Vodafone Blackberry at the AGM Auction last month.

I already operate with three Vodafones, including a Blackberry as part of my business and have been using Vodafone connection for the past two years.

The transfer from my previous supplier to Vodafone has more than halved my operating costs and the service from my local dealer friendly and quick to respond to questions.

My new Vodafone is a Christmas gift for my 16 year old son; who can’t wait to get his hands on it. ●

SANDRA BERRY MSA

My First Auction - Daniel Ochse



After three days of Auction training with the Society’s popular Real Estate Auction Academy, I felt ready to try my first auction. The opportunity arose when one of my

colleagues went away on holiday and we double booked an auction on the same day at the same time. I was left to my own devices to sink or swim. The added pressure came with the fact we had a pre-auction offer on the property of \$480,000 which the vendors felt was a tad too low and decided we should proceed with the auction.

I had to role play in my mind how I would get the bidding started and what would happen if the bidding stalled well before reaching the reserve which was set at \$480,000. I discussed this with the vendors and suggested a ‘vendors bid’ of \$475,000 in the event the auction stalled. We all agreed and I felt a little comforted as we were now on the same page.

At the start of the auction I offered the first bidder a platter of chocolates which was duly accepted and we were away at \$380,000. The bidding stalled, as anticipated, at \$440,000 – well short of the reserve. I then exercised my rights as the auctioneer to make a vendor’s bid at \$475,000 according to plan. There was no further bidding and I held the property over to negotiate with the vendors. It was decided not to lower the reserve and if there was no further bidding we would negotiate with the highest bidder after the auction. I continued to reason with the registered bidders from the view the highest bidder would reserve first rights to negotiate with the vendor and it was at this point that the bidding started again.

One of the bidders did not want to give any opportunity to any of the others to negotiate with the vendors and the bidding went up in increments of \$1,000 till we



reached the magic number of \$485,000. I was then able to call the bid three times and pronounce the property “Sold” which came as a huge relief. The vendors were happy to get another \$5,000 and felt at \$485,000 the market had spoken and they had achieved best price.

In conclusion I now have one auction under my belt and look forward to the next. Auctioneering is not only fun but now also gives me exposure and recognition in the market place not enjoyed before. I have since listed more properties in the area. ●

DANIEL OCHSE MSA

Updated Real Estate Society Forms

Now on the web in Member log in.

New Forms:

- Vendor Reserve & Instructions
- Bidder Registration Form
- Proxy Bidder Authority to Agent
- Proxy Bidder Authority
- Proxy Bidder Registration Form
- Auction Record

Please only use the updated forms from now on. ●

GARRY TOPP FSA (LIFE) CEO

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