



FESTIVAL
of AUCTION

Messenger Newspapers~Adelaide Bank

GOLDEN GAVEL AND SCHOOLS AUCTION IDOL AWARDS 2007



Messenger
COMMUNITY NEWSPAPERS



SHOWCASING SOUTH AUSTRALIA'S FINEST AUCTIONEERS

contents



SAA 2007 Board of Management: *Andy Edwards, Wally Karpiuk, Lindsay Warner, Colin Hocking, Richard Thwaites, Wayne Johnson and Phil Harris*

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POSITIONING STATEMENT

The Society of Auctioneers and Appraisers is the professional body representing practitioners in the specialist fields of Auctioneering and Appraising in South Australia.

VISION STATEMENT

The Society will continue to develop a profile of such dimension that the Public, Members of the Professions, Politicians, Government Departments and the media will look to the Society for leadership and direction in all matters relating to the specialist fields of Auctioneering and Appraising.



Building a fresh image

On 18th May the who's who of the real estate industry attended a gala dinner at the Hyatt Regency to celebrate the winners of the **Messenger Newspapers~Adelaide Bank Golden Gavel Awards**. Hosted by the Society of Auctioneers & Appraisers to wrap up the 2007 Festival of Auction, about 300 guests applauded Phil Harris from Toop & Toop as he was named this year's winner of South Australia's most prestigious auctioneering award, the Golden Gavel.

At just 26, **Harris is the youngest auctioneer ever to win the competition**, now in its fourteenth year. He also won the Novice competition in 2002. Now he and fellow finalist, Micheal Fenn of L.J. Hooker Golden Grove, will go on to represent South Australia in the Australasian Championships to be held in Perth this September.

The Festival has developed and evolved to recognize excellence for all auctioneers by including Novice and General categories, and this year introduced the inaugural Schools Auction Idol competition.

Matt Smith from Klemich Real Estate won the Novice competition and Mia Vassallo from St. Dominic's Priory, the Schools Auction Idol, whilst Leo Redden was named top General Auctioneer.

Judy Morris of Klemich Real Estate was "surprised and delighted" to be named Sales Consultant Auction Marketer for the fourth consecutive year and a new award recognizing Ambassadors for Real Estate

was presented to Jonathon Moore of Moore & Moore Auctions, Phil Harris of Toop & Toop and Lindsay Warner of Brock Harcourts. Auctioneer Agency of the Year once again went to L.J. Hooker and Peter Kiritsis of Ray White Woodville tied with Richard Thwaites of L.J. Hooker Kensington for Principal Auction Marketer.

Speaking at the gala dinner, REISA President, Mark Sanderson, said: **"Events like this show the professionalism of our industry** and also the marvellous career opportunities that exist in real estate for men and women alike of all ages."

"The REI is very proud to be a part of that and sponsoring the Novice Auctioneer Award. I am also very, very pleased to announce the further expansion of our sponsorship of the Society of Auctioneers & Appraisers in next year's awards. We're very much behind you and very much in partnership," he went on to say.

Another big surprise of the night was the **induction into the Hall of Fame of the Society's Chief Executive, Garry Topp**. Recognized for his service to the Society, his passion and his significant contribution to the auctioneering industry as a whole, a stunned Topp said he felt deeply honoured to be recognized in such a way by his colleagues.

With the **2008 Festival of Auction** now in the planning stages, the Society is looking to develop all areas of competition and expand training programs, with the aim



Bridget van Heurck

of raising the bar of professionalism and accountability of its growing membership. Ten more schools have already pledged to take part in the Schools Auction Idol and the Novice competition will have a new image and format to take account of the substantial increase in registrations this year.

Given public endorsement of the real estate industry's most transparent method of sale as evidenced in Adelaide's currently thriving auction market, **the Society's succession plan is firmly in place** to keep auctions part of the real estate landscape for a long time to come. ●

Bridget van Heurck
Lateral Communications



The Heats marquee in Hindmarsh Square

Making history

The Messenger Newspapers~ Adelaide Bank Golden Gavel competition does several things.

It is first and foremost an established and **proven training ground for auctioneers** at all levels of experience in fields from real estate and general goods to livestock auctioneering.

Secondly, this competition allows its winners a **high exposure marketing opportunity** to promote their skills to a wide audience of potential clients and growth opportunities.



Schools Auction Idol Inaugural Winner Mia Vassallo and Golden Gavel Winner 2007 Phil Harris

And thirdly the winner and runner-up are given the opportunity to compete at the highest possible level, being the Australasian Auctioneering Competitions in front of an international audience.

Winning this coveted award is highly sought-after and in this its 14th year we would like to reflect upon its past winners.

Phil McMahan	1993
Rob John	1997 & 2003
Brett Roenfeldt	1994, 95, 96, 2001
Leo Reddin	1998,99



Judging Panel Scott Kennedy-Green, Colin Hocking and John Turner

Oren Klemich	2002
Rod Adcock	2003, 04
Lindsay Warner	2005
Paul Henry	2006

In about July 2006 last year we held our first 2007 Golden Gavel planning meeting.

In the blink of an eye it is 1st May 2007 and we are on show in the high profile location of Hindmarsh Square, Adelaide in the heats marquee just across the road from Adelaide Bank.

Day one saw our Auction final semi finalists compete in the **world's first Auction Idol Auctioneering competition**. I will touch upon this event in just a moment, however may I mention that the quality of the high school auctioneers was surprising at the **upper end of quality that perhaps took all of us by surprise**.

Following in the afternoon was the General Auctioneers with a rush of energy and excitement as they offered for sale the latest **hybrid Lexus RX400H** from Lexus of Adelaide and gave us a fitting end to Day 1.

On Day 2, Wednesday 2nd May, 2007, the day started early with our Novice Auctioneers (those who have completed 10 or less auctions in the field) standing in front of their senior peers and stretching their abilities to the limit. There is no doubt we all have to start somewhere and may I suggest that for any budding auctioneers there may be an environment no less frightening but no better for gaining training and experience.

The afternoon **saw our accomplished Senior Auctioneers show their skills** and patter at their finest as they competed to be part of the finals witnessed at the Mercury Theatre. **Friday 18th May was the Grand Final**.

Let me talk about the Idols. Whoever thought of this competition was a genius. A legend ahead of their time. However, lets not dwell on this person.

The Schools Auction idea evolved from the strategic and succession planning meetings with the charter of giving students (the next generation of auctioneers) a potential high profile entrance into our industry. In consultation with Catholic Education, Education SA and TAFE, where the format and workbooks evolved so that

students who participate in this program **receive credits towards their SACE certificate**.

As part of this event, our students have appeared conducting charity auctions at the Adelaide Fringe Festival and live on 5AA with Amanda Blair.

Our team of senior auctioneers have worked as mentors with students. *"Supporting excellence in vocational and technical education in schools"*.

This event will grow and evolve with commitment from our members for years to come.

Once again, **the Society of Auctioneers and Appraisers leads Australasia in auction innovation**.

In the grand final of the Auction Idols we had **3 students creating a piece of their own history and legacy**. Representing Brighton High, Rostrevor College and St Dominics we were witness to our up and coming community leaders.

In an environment they would not have even imagined just 4 months ago they have **performed and entertained to a supreme level**.

Today they auctioned a delightful cottage at 41 Alfred St, Parkside and all achieved a fabulous price for the vendor.

Of course we could never have reached this moment if it was not for the hard working members of the respective schools and the student's mentors who we shall mention in a few moments. Of course it goes without saying we thank our major sponsors **Messenger Newspapers and Adelaide Bank** who have embraced this **high profile opportunity with their normal**



Lindsay Warner FSAA, Trustee



Judging Panel John Oliver, Paul Henry, Terri Scheer and Robin Turner

enthusiasm and gusto.

The three Auction Idols:

Mark Saverino, Rostrevor College

Billy Marler, Brighton High

Mia Vasallo, St Dominics North Adelaide

Mark's mentor was Brett Roenfeldt, Billy's mentor Paul Henry and Mia's mentor Lindsay Warner

Now to the Top 5 2007 Golden Gavel Finalists.

A good mixture of youth, experience, old school and new. A superb blend of company representation from North, West, East and Central.

They auctioned a very special home at 31A Carlton Ave, Torrensville, a former Congregational Church converted with flair and style to a very modern home in the inner western suburbs of Adelaide.

The top 5 Auctioneers who competed in the final were: Richard Thwaites, L.J. Hooker Kensington Gardens, Hamish Mill, Brock Harcourts Adelaide, Phil Rogers, Century 21 The Bay. Michael Fenn, L.J. Hooker Golden Grove, Phil Harris, Toop & Toop Norwood

Phil Harris now joins an elite class of Society Auctioneers who have earned recognition and credibility by being recognized by his peers by winning the ultimate accolade as the **2007 Messenger Newspapers~Adelaide Bank Golden Gavel Champion.** ●

Lindsay Warner FSAA Trustee

Hamish Mill

FINALIST



I was thrilled to make it to the Messenger Newspapers~Adelaide Bank Golden Gavel finals and to have the chance of competing against some of Adelaide's top auctioneers. It's always interesting to see how others do it and training for competition makes us all better auctioneers in the field, which is where it really counts. It was a great experience and I'll definitely be back next year. ●

Michael Fenn

FINALIST

I was excited to make the Messenger Newspapers~Adelaide Bank Golden Gavel finals in my first year in the senior competition, after last year competing in and winning the Novice section. Obviously, it's a different competition environment when you're competing against more senior auctioneers. It was good to have the diversity of both young and senior auctioneers to see their different styles and it was fantastic to see a young auctioneer win the Golden Gavel for the first time. Certainly, I look forward to competing again next year.



I believe the competition presented a great opportunity for auctioneers from the North and South to be represented and not just the eastern and western suburbs.

I would certainly encourage any young and upcoming auctioneers to give it a go as it is one of the best experiences in real estate. See you next year! ●

Phil Rogers

FINALIST

Firstly, congratulations to the whole team for organizing such an outstanding event!

My reappearance in competition after several years' absence has been a very satisfying experience and one that has allowed me to measure where I sit with my peers and my own self development. My batteries remain charged and I look forward to competing in 2008, and to an even better ranking next time around. And I encourage all novice auctioneers to continue onto the next level.

The Schools Auction Idol was fantastic for creating awareness. Our branding has not been let down at all; rather, the power of auction has been strengthened.



I was amazed by the number of Novice applicants. It says that we're doing the right things to motivate and encourage people to take up auctioneering. This has been confirmed with the wonderful coaching/mentor programs adopted by novices and experienced auctioneers alike. It shows that people are working on their game, striving to become better and better each year. ●

Richard Thwaites

FINALIST

Once again it was an honour to be a finalist in the Messenger Newspapers~Adelaide Bank Golden Gavel awards for the third year running. We were presented with a very different format from the previous two years, starting with the marquee in Hindmarsh Square for the heats and then the more formal setting at the Mercury Cinema for the finals.

This year's property was more in line with the style of homes I'm normally



associated with but, adding in the church format, was sufficient to create more interest than your run of the mill home.

To have been runner up this year and now heading off to Perth for the Australasian championships, will certainly encourage me to hone and test my skills further. ●

Showcasing auction

The Society's role is to promote, increase and build the trustworthiness of the competitive bidding method of marketing, and enhance the professionalism of its practitioners. The Society ensures that competitive bidding will be increasingly utilized as a method to sell all types of goods in all segments of the economy.

As Society members, we are **more informed, better educated and directly connected** to our peers. That's because your Society:

- Promotes and serves the mutual interests of you our members;
- Formulates and maintains high ethical standards;
- Provides educational opportunities for auctioneers;
- Encourages the enactment of positive legislation affecting the auction profession;
- Increases public awareness of marketing.

Functions like this do not happen without a hard working Board. To my Board, **Wally Karpuk, Richard Thwaites, Wayne Johnson, Steve Redden and Phil Harris** – team, I thank you for your dedication and hard work over the year in addition to your normally busy lives.

Of course the **central figure to this whole organisation is Garry Topp** – our energetic, resourceful and hardworking CEO. Thankyou for your tireless work. We would not be where we are without you. Well done Garry.

I would also like to thank an exceptional Auctioneer and Mentor; our **Board Advisor**

Mr Lindsay Warner for the unselfish manner and hard work he has put in to establish the Schools Idol competition and keeping the board on track. Well done Lindsay.

The Society would not survive without the generous support of Sponsors. That support of course needs to be two ways and I believe we have developed excellent strategic alliances with our sponsors, which is mutually beneficial to our organisations and people. I hope we provide you, our sponsors, with a suitable "Bang for your Buck" and that you will remain our sponsors for a long time to come.

The first of our major sponsors who I would like to thank is **Messenger Community Newspapers** represented by their General Manager **John Turner**. Messenger Newspapers have been reporting local news to Adelaide residents since 1951.

Messenger has eleven suburban publications, which allows readers right across the State to connect with their community. It is great to spot a face or a comment by someone you know. **The Australian culture is to buy locally** because it supports our community and to live and stay in the local area because we feel safe and comfortable. So **the Messenger becomes part of our way of life**. It is a great resource for our organisation.

Our other Major Sponsor is **Adelaide Bank represented by Mr John Oliver**, Manager of Retail Banking.

Adelaide Bank is one of Australia's newer regional banks, and was formed on 1 January 1994 when the organisation's asset base was just in excess of \$2 billion. The

Bank's assets now exceed \$26 billion and loan approvals regularly top \$8.4 billion a year throughout Australia, representing over 3% of national mortgage loan approvals.

Today **Adelaide Bank** is the largest publicly listed Bank with its head office in South Australia. Their customers are our customers so Support the Adelaide Bank. We thank **Mr John Oliver** for the ongoing support of the Adelaide Bank

I would also like to acknowledge our Key Sponsors, being:

- **Lexus of Adelaide** providing the World Car of the Year in 2007, the Lexus LS 460 not to mention a fabulous Lexus 440H for the General Auctioneering Competition. Mat Gardner, Sales Manager represents Lexus of Adelaide with Paul Johnston
- **Property Enhancers** represented by their Coordinator Felicity Wood. Felicity will turn any dull and boring house into a stunning home with appeal.
- **Adcorp** specialises in property marketing, they consistently deliver innovative, integrated and break-through property campaigns. Adcorp is represented by Peter Grzesch
- **Bowden Printing** for all your printing solutions represented by Luke Bowden – a family business and proud of it
- **REISA**, represented by their President Mr Mark Sanderson

Our supporters include:

- **Lawsoft** and **Corsers Solicitors** provide auctioneers with the comprehensive contracts represented by Chris Gill
- **Kirrihill Wines** for their beautiful wines represented by Tania Matz Sales and Marketing Representatives
- **The Advertiser** represented by John Gallagher
- **Miller and Associates Insurance Broking** represented by Gordon Tonkin
- **Livestock Markets**, strong supporters of the Society.

Sales Consultant Auction Marketer of The Year

The Top Ten were:
Rory Butterworth, Brock Harcourt Commercial
Kris Casey, Smallacombe Real Estate
Anthony Fahey, Ray White Grange



Colin Hocking MSA, President



The five finalists – Phil Rogers, Michael Fenn, Phil Harris, Hamish Mill and Richard Thwaites



Leo Redden, MC for the evening

Phil Harris, Toop & Toop
 Jamie King, Ray White Henley Beach
 Sandra Maynard, L.J. Hooker Kensington
 Judy Morris, Klemich Real Estate
 Lew Toop, Toop & Toop
 Andrew Welch, L.J. Hooker Kensington
 Sadie White, Smallacombe Real Estate.

Principal Auction Marketer of The Year

The top ten were:
 Frank Azzollini, L.J. Hooker West Lakes
 Peter Economou, L.J. Hooker Henley Beach
 Mila Inat, L.J. Hooker Woodville
 Peter Kiritsis, Ray White Woodville
 Oren Klemich, Klemich Real Estate
 Patricia McKibbin, Patricia McKibbin Real Estate
 Bronwyn Petherick, Ray White Glenelg
 Alf Talotta, Ray White Colonel Light Gardens
 Richard Thwaites, L.J. Hooker Kensington
 Steve von der Borch, Brock Harcourts Semaphore.

General Auctioneer Award

This year they were lucky enough to be able to auction a Lexus RX 440h hybrid – what a magnificent car.

Novice Real Estate Auctioneer

The Novice Auctioneer Award recognises the achievements of newcomers who have conducted less than ten auctions in the real estate profession.

Participants normally first undertake the Society's two day auction training school run by Brett Roenfeldt and Rod Adcock. This competition then builds on that foundation so that novices can develop their own style in readiness for the public auction process.



Leo Redden and Scott Kennedy-Green

The standard of novice auctioneers improves each year and I believe this year competitors were the best yet in fact I believe most would be competitive in the open classification.

This award is sponsored by the Real Estate Institute of South Australia with whom we have developed closer ties with the advent of a Memorandum of Understanding signed by both the Real Estate Institute of South Australia and the Society Of Auctioneers & Appraisers (SA) Inc. earlier in the year.

Auctioneer Agency of the Year

The Real Estate Auctioneer Agency of the year is open to all franchise groups and major independents. The criteria for this award is:

- Each auctioneer will need to nominate to enter the heats for the Golden Gavel Awards
- A minimum of 3 Auctioneers is required for each group
- If more than three enter then the top three scores will qualify for the award
- The Auctioneer must derive the bulk of their property auction income from the Auction Agency that they compete for.

L.J. Hooker with the team of **Josh Biggs, Peter Colman, Peter Economou, Michael Fenn, Jarad Henry, Richard Thwaites, Allan Walker.**

Awards of Distinction

This year the Society of Auctioneers & Appraisers (SA) Inc. Board of Directors decided to establish Awards of Distinction to honour those members whose conduct has distinguished the auction profession and promoted the auction method of sale.

The next three awards are for Real Estate Corporate Auctioneer Ambassador for promotion of the Auction method of Sales. The Auctioneers who have distinguished themselves in this area are: **Jonathan Moore, Phil Harris and Lindsay Warner.**

The next award is for Corporate Auctioneer Ambassador for Antique General and Technical Excellence in the Auction method of Sales. The Auctioneer who has distinguished himself in this area is **Peter du Plessis.**

President's Award of Innovation

The Society of Auctioneers & Appraisers (SA) Inc. Board of Directors decided to establish the Awards of Innovation this year to honour members or non-members whose conduct has distinguished the auction profession.

This is the Interbid Story. It is a story



James Williams, Phil Harris and Georgie Schulze

of **user-friendly auctions** from scientific research **developed right here in Adelaide.** In 1994, while a lecturer in computer networks with the Department of Computer Science at the Flinders University of South Australia, our recipient co-founded a research group to investigate the possibility of auctioning on the Internet.

People on the Internet can now bid online at the same time with those present at the auction. Interbid has captured a large slice of the General Auctioneering Industry in South Australia and I believe will grow and expand into other areas of auctioneering.

Some of Interbid's customers include: Scammell Auctions, Government Auctions SA, Mason Gray Strange and Evans Clarke National. For the inaugural President's Award of Innovation I would like to honour **Dr Michael Groves.**

Hall of Fame

I hope the next award is a surprise to the recipient. We are about to induct a new life member to the Hall of Fame.

The Hall of Fame is for eminent achievement and merit of the highest degree recognising a life member of the Society whose contribution and commitment to the Society and to the professions of auctioneering and appraising is both extraordinary and unique.

To date, there is only one other life member who has achieved this great honour. That person is Brett Roenfeldt. It gives me great pleasure to acknowledge Brett and our Patron Paul Henry who provided an insight into the background of our next recipient of this prestigious award to be inducted into the Hall of Fame. My sincere congratulations to Garry Topp, well deserved.

Golden Gavel Winner 2007

The 2007 Messenger Newspapers~Adelaide Bank Golden Gavel Award Winner recognising South Australia's Champion Auctioneer is Phil Harris, a superb performance and a well deserved win. ●

Colin Hocking MSAA President

Phil Harris

*Toop & Toop Real Estate
Norwood*

Whilst his numerous supporters sprang from their seats and clapped in jubilant appreciation, it was plain relief that spread across the 26-year old face of Toop & Toop's Phil Harris as he was announced this year's winner of the Messenger Newspapers~Adelaide Bank Golden Gavel. Success is all the sweeter for this young and talented auctioneer who, for the past three years has come so tantalizingly close to winning South Australia's most prestigious industry award. Now recognized as the state's finest real estate auctioneer, Phil reflects on a dazzling career and the road to victory in the 2007 Golden Gavel...

I took up auctioneering because I saw it as an opportunity to more quickly develop a profile within the community.

When I first rocked up to do one of my first auctions here at Toop & Toop - 'cos obviously I'm a young auctioneer - I'll never forget, this vendor looked at me and said: "When's the auctioneer going to get here?" You can imagine how I felt. He thought I was there to carry Anthony's lunch box or something! So, that was back then . . . but now I've been able to develop a profile amongst the community and I think I'm very much respected for what I



2007 Messenger Newspapers~Adelaide Bank Golden Gavel Winner Phil Harris

can do. People don't judge me by my age any more. **I'm just the guy that gets the results.**

I've been auctioneering for four and a half years now. I remember I went along and watched my first Messenger Newspapers~Adelaide Bank Golden Gavel when I was 21. It was when Oren (Klemich) won it in 2002. I sat there in the crowd - I'd been in the industry for about three or four months - and I thought, **yeah, that's really cool; I want to win that.** And to actually go ahead and win it four years later is very cool.

I was 22 when I won the Novice in 2003 and have competed in the Golden Gavel for the last four years.

I do approximately 250 auctions a year. **I like auctioneering because it's completely at the pointy end of the sale.** You're right at the very forefront of the negotiations. There's a lot of pressure involved on both buyer and seller and it

takes a very confident and skilled person to handle that situation correctly.

Auctioning in the field is very different from competing. In competition your style is built around the score card, whereas in the street it's built around adapting to that immediate environment. Competition is a lot more scripted. I find auctions in the field are a lot quicker because people want to get straight onto the point and on with bidding, whereas in competition you're judged on your tenacity and wit.

I actually felt a lot of pressure about entering the competition this year because I think I was expected to win. **After finishing runner-up in the Australasians last year,** I had more internal pressure, which I put on myself, as opposed to externally but I certainly felt the pinch this year. Now that I have won, I feel more relieved than anything!

I started preparing for the comp about two months out. **Seven o'clock in the morning three mornings per week,** I was doing auctions on Brett Roenfeldt's front lawn and I also spent more time in Melbourne with Justin Long. Justin very much helped me with controlling the bidding. In years gone by, that's what's really let me down; where I've lost points has been in the lack of control with bidding. I think this year I controlled the bidding very well.

As far as whom I've modeled myself on; I've pinched a lot of stuff from some of the great auctioneers. I think it's important that you don't reinvent the wheel; just look at who the top auctioneers are out there and, you know, pinch as much as you can from all of those guys. Like **Anthony Toop,** definitely for personality. You can't model yourself on Anthony 'cos he's just



Karren Raffan, Phil Harris, Anthony and Sylvia Toop



John Oliver, John Turner, Phil Harris and Colin Hocking

completely out there. But there's some great stuff that he does which makes you think outside the box. As far as delivery and smoothness and being really slick and calm; I think McGrath's the best at that by a mile. And there's a young guy who's fantastic – he's about 29 – from Victoria, a guy called **Peter Kakos** who's won an Australasian before.

Going into competition I stay calm. I do stay calm but I think you actually have to **earn the right to stay calm** and the way you earn the right is if you've done the preparation. I hope that's what comes across in my auctions now, that I am very comfortable because I've done it so many times before and I've done the work.

The Torrensville property we were given to auction in the finals was amazing; quite unique. It was a red brick 1930s church that had been transformed into a modern apartment-style home. The developer had been really clever, retaining many of the original materials from the church such as timber floors, iron balustrade and leadlight windows while adding contemporary features like a fireman's pole connecting bedroom and living areas, a glass atrium and an open plan living area with large bi-fold doors to the courtyard. It was quite a straight forward property from an auction perspective.

(Laugh) In the finals there was some chap waving a placard. He was demonstrating against the church being sold as a residence. It took me a bit by surprise. But part of the score card in competition is to handle the surprise. When you know the surprise is coming, it's not such a big deal!

I actually **prefer the way we did it (the finals) at the Mercury Cinema** this year because it's a much more controlled,

organized environment with fewer margins for error. So, I definitely prefer it being separate to the night. Last year at the wine centre, I unfortunately had a microphone malfunction - not that that was the reason I lost, because Paul Henry did an incredible job!

The other finalists are just a great bunch of guys and they gave me a good run for my money. I've competed against Richard Thwaites for the past three years, Hamish (Mill) has been competing in this event for a while and this is the first time he's made it through to the final. It must have been pretty exciting for him. Phil Rogers – he's been around for quite a while but he's normally involved with more the running of the competition as opposed to competing. And Michael Fenn – I think he could be the guy to watch in the next few years.

In the last four or five years **the Australasian has been won by young**

auctioneers; so there is a change in the style of auction delivery. People want a fresh approach now. If you look at the top auctioneers out there, you've got Scott Kennedy Green from McGrath's who won the Australasian last year; Justin Long - another young guy before that. It's a real turning of the guard. It's all young guys getting in there and doing it, and that's what the public wants; high energy, fresh and young.

Will I retire from the Golden Gavel now I've won? Never say never! It depends on what happens in the Australasian which is coming up in Perth in September; 'cos obviously the only way to get to the Australasian is through the Golden Gavel here in Adelaide. So, I'd love to win the Australasian and retire; that would be great. But, I'm a very competitive person and, if the Australasian doesn't come through this year, I'd still be keen to have another crack at it.

I've been asked to speak at AREC, the largest real estate conference in Australasia, and this year sees it as the largest real estate event ever held in Australia with over 2,000 people attending. Once that's out of the way, I'll focus my energy on Perth and start preparing for that.

I'd like to say a big thanks to Garry Topp and the guys at the Society who do a wonderful job of running this competition. I've been involved in it now for five years - the Novice as well as the Seniors; it really is a great event that they put on. As far as my ability as an auctioneer is concerned, huge thanks go to Brett Roenfeldt who I've been working with for four years; and **Anthony Toop who's had a really strong influence on me** over the last year and a half. ●

Phil Harris MSAA



Phil Harris and Anthony Toop

Mia Vassallo

St Dominic's Priory College

SCHOOLS AUCTION IDOL

When my name was announced, I wasn't really expecting it as the boys seemed to be dominating the competition.

I really enjoyed competing in the Schools Auction Idol competition. And another thing I'd like to say is thank you. I enjoyed it so much also because everyone I met was welcoming and supportive and couldn't have been more helpful. So, it was a pleasure to meet all of you and hopefully I'll see you in a few years. ●

Mia Vassallo



Marc Severino

SCHOOLS AUCTION IDOL FINALIST

The Idol was a prestigious new competition and I thought it would be good to try out auctioneering, as I already had an interest in real estate.

Yes, I found it very valuable. It connects into the career path I want to take in the media area and real estate is certainly an option in the future.

I would encourage others to try it, mainly because it's about giving it a go and it was a fun experience. ●

Marc Severino



Billy Marler

SCHOOLS AUCTION IDOL FINALIST

Brighton Secondary School student, Billy Marler, said he felt happy to be chosen as a finalist in the heats and looked forward to performing at the Mercury Cinema.

"I felt good about myself; I felt as if I did well. Of course I was happy, there was a chance of winning the prize money and I looked forward to performing in the finals," he said.

Asked whether he had given any thought to auctioneering as a career, he said: "Oh definitely, if any opportunities arose around doing this I would love to go into auctioneering. It seems like such a fun, involving job, where you put a lot of effort into it and get a good outcome at the end of the day."

Billy says that he would encourage other students to enter the competition next year.



"I think they should definitely enter. Even if you don't win or get into the finals, it's a great experience. It's good for everyone to get involved. There's a good hype around it.

I used to watch shows like Bargain Hunt and enjoyed seeing how they auction (antiques and collectibles). But I didn't really know the basics of it, so it was a really good experience, learning how to auction; the different ideas and the path that goes with that and how to do it all correctly. I'll definitely do it again next year!" ●

Billy Marler

A whole new world . . .

The School's Auction Idol Competition was the brainchild of Trustee Lindsay Warner. The concept evolved from one of our numerous strategic planning meetings where we were given the charter of **succession planning by introducing our fantastic profession of Auctioneering to school students** as a possible career choice. Initially we contacted TAFE SA and Catholic Education and the concept and the structure and workbooks evolved such that the process of learning about Auctions and putting their performances together blended in with their Schools curriculum and contributed towards their SACE. We prepared a detailed interactive workbook, and Society Auctioneers became mentors allocated to each school that participated.

Eligibility was for Years 11, 12 & 13 Students.

Quite simply, the end result of this program is to find/discover/train/assist a student to understand and deliver an auction performance and if good enough make the top 20 who competed in the semi-finals at the marquee in Hindmarsh Square on Tuesday, 1st May 2007. The top 3 students then competed on Friday, 18th May in the grand final of the Idols competition. Some of the criteria is:

Who runs the schools internal heats?

- *The practical aspects of conducting an auction will be taught by the mentor to the students involved.*

- *These aspects are in line with conducting an auction in the field as well as the criteria associated with competing at Golden Gavel level.*
- *It is the teacher's role to run the class; it is the mentor's role to run the internal school heats.*
- *The mentor is there as a point of contact and assist and monitor the progress of the contestants when required. Obviously the teachers and students will not have the total understanding of the auction process so the mentor will have to ensure the final contestants have a greater understanding to be able to perform in a competition scenario.*
- *In some instances perhaps only a small group (1 to 5) students may only be interested in competing. In this case one on one coaching may be advisable, with the permission of teachers, students & parents may be required.*

The preferred option is to try and get a full class involved or a group such as a debating team or legal studies group.

Feedback from educators is that this competition may suit, legal and/or business studies, debating, humanities etc.

What property do they auction?

1. A property of their choice, however we suggest it is the property researched during training.
2. The price range for the heats irrespective of the actual value of the subject property shall be in the \$250,000 to \$350,000 so it

creates a level playing field for all students.
3. The finals property shall be at a slightly higher price range and will be given to finalists 7 days prior to the final. Each finalist will be auctioning the same property.

Performance

1. The object is to judge the students on their individual auctioneering style and performance and not to be a clone of their mentor.
2. The competition is as much about "accepted" auction delivery as it is about the students bringing their own individual flair and technique to the stage.

Workbook

1. The workbook will not be marked however it is designed to enable the student to follow the auctioning of a property from beginning to end to develop a full understanding of the auction process.
2. It is stressed that the workbook follows the guidelines laid down for inclusion within school curriculum's and therefore should be completed as part of this and future competitions.

Auction Structure and Format

1. This is now part of the workbook (**and available on the web site under Schools Auction Idol**) and explains the structure and conditions of sale the student will need to refer to.
2. It also summarizes the suggested times for each segment of the auction and includes a scoring sheet. ●

Lindsay Warner



Messenger

COMMUNITY NEWSPAPERS

Garry Topp and Lindsay Warner approached me some months ago regarding the Auction Idol Competition and Messenger's possible involvement. I think this is a very exciting and positive initiative that the Society has developed, tapping into the Secondary School system that offers young people some insight into a specific part of the real estate industry.

It is also a win-win scenario, because it enables more senior real estate players, the principals and managers, to get an early look into a pool of potential talent, to establish a dialogue with some bright young individuals who show aptitude and interest, and it gives you the opportunity to recruit based on that initial relationship. Everyone in business, including Messenger Newspapers and other media companies, are finding that the search for young talent is working its way to the top of the agenda in strategic planning.

The Auction Idol Competition is a way of marketing and

presenting the real estate industry in a way that is both exciting and results focused, and it shows the Society's creativity and ability to adapt and meet new challenges.

Messenger Newspapers have some exciting projects in the pipeline at the moment to integrate online and print media and offer a complete marketing solution to you. Through a joint venture with www.realestate.com.au, our readers will be able to search for properties online through our own websites as well as inspect listings and open inspections in our printed real estate sections.

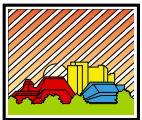
Messenger is proud to continue our support of the Golden Gavel Awards. This is the fourteenth year of our association and from my point of view that association will continue.

I would also like to take this opportunity to congratulate Richard Thwaites for his 20th year with L.J. Hooker. ●



John Turner

BOWDEN



PRINTING
CORPORATE PRINTING
SOLUTIONS

Bowden Printing is proud to be in its 9th year as a key sponsor of the Society and pleased to again be involved in the Messenger Newspapers~Adelaide Bank Golden Gavel Awards.

We would like to commend all the winners of the various awards on the night with congratulations to a well deserved win for Phil Harris of Toop & Toop. It was refreshing to see the younger crop coming through and taking the competition right up to the established players and hopefully Phil can go one better in the Australasian Finals this year.

Special congratulations to Garry Topp on his induction into the

Hall of Fame. Garry has worked tirelessly for the society over a number of years and his elevation to the Hall of Fame is well deserved.

Lindsay Warner and the Auction Idol team are to be applauded for this new innovation and Mia was a well deserved winner.

Bowden Printing's sponsoring of the Society has been a win-win for both parties and delivered value to both Bowden's and the Society. It has greatly assisted us with our marketing to the entire real estate industry. ●



Luke Bowden



Property Enhancers
ADDING VALUE CREATIVELY

Now in our second year as a Key Sponsor of the Society of Auctioneers & Appraisers, Property Enhancers has once again enjoyed being part of the Messenger Newspapers~Adelaide Bank Golden Gavel celebrations. Well done to the Society for

another fantastic event!

Congratulations to the winners, Phil Harris, Matt Smith and Mia Vassallo; and to everyone else who took part in the competitions. The standard of the first ever Schools Auction Idol was impressive and we look forward to seeing the competition develop still further in the

coming years.

Going into winter, the Team at Property Enhancers continues to be extremely busy furnishing new developments and styling established homes for sale, from small units to million dollar houses, whether traditional or ultra modern. Our slogan "Styling homes to create 'the look' that sells" says it all!

We look forward to continuing our close relationship with the Society in the year ahead. ●



Felicity Wood

Scott Kennedy-Green, McGrath Estate Agents' Chief Auctioneer, has 15 years of auctioneering experience behind him and a wealth of plaudits from vendors and bidders alike. Adopting a calm, concise yet friendly approach to the auction process, he regularly achieves a phenomenal success rate of sales under the hammer.

Scott joined McGrath in 1998 and under the guidance of John McGrath was acknowledged as the New South Wales Senior Auctioneering Champion in 2000, 2002 and most recently in 2004. Having received these distinctions Scott has represented his state at the Australasian Senior Auctioneering Championships in 2001, 2003 and 2005 where he has achieved great success as a runner-up in

2001 and 2005 and winner in 2006. These distinctions have served to reinforce his fine reputation and place him in a position of high esteem.

A true professional, Scott Kennedy-Green's focus is to maintain auction excellence and provide outstanding results every time. He understands the importance of trust and fair play in all his dealings.

Scott was honoured to be chosen as a judge in this high profile competition. ●



Scott Kennedy-Green



Adelaide Bank

Major sponsor Adelaide Bank General Manager Retail Banking, John Oliver said:

"I thought that the quality of the finalists was exceptional and that they all gave strong performances.

Congratulations to Phil Harris. Having been runner-up on a number of occasions, it was good to see him win.

The concept of the Schools Auction Idol was a terrific initiative that augurs well not only for the future of the Awards but for the future of auctioneering in general, in generating interest in that

specific area of work.

Congratulations to the brains trust behind the Idol; it really added a whole new dimension to the Golden Gavel Awards."

Adelaide Bank are in their sixth year as a Major Sponsor of the Society and of the Messenger Newspapers~Adelaide Bank Golden Gavel Awards now incorporating the Inaugural Schools Auction Idol Competition. ●



John Oliver



To the Society of Auctioneers & Appraisers – I must congratulate you all on a fantastic night, **professionally done, professionally organized; it is an absolute credit to you** – well done to you all! I've got to say that events like this

show the professionalism of our industry and also the marvellous career opportunities that exist in real estate for men and women alike of all ages.

It's really exciting what's happening right now in our industry and especially thanks to the Society of Auctioneers & Appraisers for innovation such as the Auction Idol competition – absolutely fantastic – in bringing new blood into the industry. And certainly

that's shown too in the Novice auctioneer awards; a mix of men and women of all age groups. They're coming into a marvellous profession.

The REI is very proud to be a part of that and sponsoring the Novice Auctioneer Award; and I'm also very, very pleased to announce too the further expansion of our sponsorship of the Society of Auctioneers & Appraisers in next year's awards as well, we're very much behind you and very much in partnership. ●



Mark Sanderson



All business owners and managers are inundated with proposals to sponsor events, charitable organisations, foundations and fund-raisers. So how do you choose the ones to sponsor and which ones to decline?

For me, the choice was simple. Firstly, **the culture of the organisation has to mirror my own.** Secondly, I have to be confident of a return on investment. The return does not have to be immediate, however it must be measurable.

Adcorp Marketing Communications became a key sponsor of the Society when we commenced operations in Adelaide six years

ago. Immediately **the profile of Adcorp was increased** in our core markets of real estate (both residential and commercial), auctioneering and in livestock. This, in time, opened numerous opportunities for us and **I can directly attribute many valuable new clients having come on board in the last few years due to our affiliation with the Society.**

I would urge other business owner/operators who are considering sponsoring the Society to call Garry Topp and start enjoying a mutually beneficial relationship. ●



Peter Grzesch



I thought that the evening itself, the presentation and everything, was extremely well done. As always it was an exceptionally well organized evening.

The Schools Auction Idol was a great idea and, whereas I didn't see the young people in action, I did see some of the footage of their performances and they showed a lot of potential. It was a great event.

Everyone thought it was a terrific innovation and all the comment was extremely positive.

I think there were several real estate agents who said there was a position available for the winner when she's ready.

From a sponsor's perspective **it's great to have these opportunities to put our name out there and showcase our wares.** ●



Paul Johnston









Jonathon Moore Lindsay Warner Phil Harris

AMBASSADOR FOR EXCELLENCE REAL ESTATE



Phil Harris, Luke Bowden, Lindsay Warner, Jonathon Moore and Colin Hocking

This new award recognizes top auctioneers in the field who have significantly increased their auctioneering activity over the last year, compared to the previous 12 months.

Jonathon Moore (up 120): It was great to get this award. I'm just doing my job; that's what I'm contracted to do, working with agents and selling properties.

Lindsay Warner (up 70): The award

isn't about competing in a competition but being physically out there working in the field and significantly increasing the amount of auctions you do, which in turn reflects the amount of work you're doing for yourself and the industry.

Phil Harris (up 40): I'm very much aware that I've done more auctions this year than the year before due to taking on my new position as corporate auctioneer for Toop & Toop. ●



Dr Michael Groves

PRESIDENT'S AWARD FOR ADVANCING THE PROFESSION

Take an auction with an auctioneer and a crowd present bidding – the INTERBID system enables people to bid on the internet live in real time, as if they were present at the auction I realise it will be hard to get people to bid once off for real estate but, in cases where there are regular auctions, people are getting more and more used to bidding over the internet, especially for properties that may interest investors. We've got about three or four thousand registered bidders in this state and they'd be likely to bid on property as well. ●

Peter du Plessis

AMBASSADOR FOR EXCELLENCE ANTIQUES AND FINE ART

It was totally out of the blue winning the Ambassador for Antiques and Fine Art Award and I was a little bit stunned but delighted and very appreciative.

I really enjoyed the evening and seeing how far the Society has come in the last twenty years. My wife served on the committee for five years and our son's been on it too. So there's a fairly long association.

I am disappointed that there haven't been any women on the committee since my wife and encourage all the girls out there to give it a go. ●

Peter du Plessis MSAA



Peter du Plessis, Tania Matz and Colin Hocking

Leo Redden

METROPOLITAN AND COUNTRY GENERAL AUCTIONEER

I was busy on the night with my MC duties and was taken by surprise; I didn't expect to win.

It was the first time I'd entered the General Auctioneers competition. We auctioned a Lexus RX400H which was actually parked in the marquee in Hindmarsh Square on the day. It's an amazing vehicle which made it very easy to put a story together as it was such an impressive piece of machinery. As I pointed out at the auction, most motor vehicle firms use women in bikinis to make their cars look good but the Lexus RX400H is sexy in its own right. We had a little fun with it and it worked out well! ●

Leo Redden MSAA



Paul Johnston from Lexus with Leo Redden and Colin Hocking

L.J. Hooker

REAL ESTATE AUCTIONEER AGENCY OF THE YEAR



Richard Thwaites, Wally Karpiuk, Allan Walker and Colin Hocking

The L.J. Hooker group has been a leader in auction marketing in South Australia for many years, since before the inception of this Award, and it is testament to L.J. Hooker and our clients that we have once again been awarded

the top agency of the year. L.J. Hooker has instigated throughout Australia an auction chapter whose mantle is to encourage, train and ensure the highest standards in auctioneers and auction marketing. ●



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Peter Kiritsis

PRINCIPAL AUCTION MARKETER OF THE YEAR

Peter Kiritsis was announced joint winner of the **Messenger Newspapers~Adelaide Bank Principal Auction Marketer of the Year Award**.

Peter said, "It's an honour to be acknowledged and appreciated by the Society of Auctioneers & Appraisers (SA) Inc. in being named the No. 1 Principal

Auction Marketer for 2007.

I always put in 100% effort and devote my time to servicing my clients in the best way that I can. It is my goal to provide top service and get the best result and price for my vendors. I love working in a fast growing industry, doing something for which I have a real passion." ●



Richard Thwaites

PRINCIPAL AUCTION MARKETER OF THE YEAR

Richard conducts over 120 auctions a year. Not only does he do his own auctions, he also auctions for other salespeople in his office and other offices in the L.J. Hooker group.

Richard said, "It's great to win this award again. My passion for real estate

hasn't diminished after nearly 30 years.

The cut and thrust of auction marketing keeps the excitement alive. The auction method of sale for my clients also facilitates the time management required to run a busy real estate office of 18 people." ●



Matt Smith

METROPOLITAN NOVICE

To be given the opportunity to "perform" in front of an audience and judging panel as an inexperienced auctioneer is invaluable.

It is a daunting experience made easier by the professionalism of Garry Topp and his team at the Society of Auctioneers & Appraisers.

To be awarded the Messenger Newspapers~Adelaide Bank Metropolitan Novice for 2007 is truly an honour and will be the catalyst for my future auctioneering career. ●

Matt Smith MSAA



Judy Morris

SALES CONSULTANT AUCTION MARKETER

I was really surprised and delighted to receive this award for the fourth year running. I thought my hat trick last year was going to be it! It was so totally unexpected and it's always an honour to receive an award and to be recognized in our industry. It was a great night. Everybody enjoyed themselves. I'd really like to thank the Society of Auctioneers & Appraisers, Messenger Newspapers and Adelaide Bank for awarding me this wonderful tribute and to Property Enhancers for the \$2,500 home presentation package. ●

Judy Morris



Mark Sanderson, REISA President, with Matt Smith and Colin Hocking

Garry Topp FSAA (Life)

HALL OF FAME

The Society of Auctioneers & Appraisers (SA) Inc. is the professional body representing the specialist interests of Auctioneers & Appraisers in South Australia.

It is a vibrant body of top class practitioners who strive to raise the professional standards of its Members through training and the benchmark Messenger Newspapers~Adelaide Bank Golden Gavel Awards where Members aspire to excellence by competing. On Friday 18th May at the annual Gala Dinner Garry Topp was inducted into the Hall of Fame, the second only recognition of its kind in the Society's 25 year history. The Hall of Fame is an accolade of the highest honour recognizing a Life member of the Society whose contribution and commitment to the Society and to the professions of Auctioneering and Appraising is both extraordinary and unique.

Garry has served on the Board of Management, is a Past President, Fellow and Master Auctioneer and 3 times winner



of the General Auctioneer category for the best General Auctioneer in South Australia, and has been instrumental in the training of especially Livestock

and General Auctioneers. Garry has a unique passion for the Society and is a motivator and the driving force behind all aspects Society and is a major contributor to placing the Society at the forefront of the Industry in Australasia. Garry received a standing ovation from the 300 strong audience on presentation of the Award.

"Believe it or not, it was a complete surprise to receive this Award and definitely one of the highlights of my career. It's wonderful to know that you're held in such high regard by the very people for whom you have so much respect and admiration; I'm deeply honoured and humbled to be recognized in this way by the statesmen of the Society. Also, the Award gives me the mandate to continue exploring and developing new opportunities for the Society, which is incredibly exciting." ●



May I just say I love the Society. I've been a member of many organizations over the years and the Society has got some unique fellowship where everyone sticks together. We all help each other to advance the professionalism of auctioneers and appraisers in South Australia.

About 15 years ago when I was a Society member and I never really knew what the Board did, one of our founding presidents, Christopher McLaughlin, grabbed me by the shoulder and said: "Garry, it's your turn." I never really knew what they got up to. I was absolutely terrified but all they really wanted me to do was to come onto the Board. I thoroughly enjoyed my eight years on the Board, I've been president, won awards and so forth – I think to work with all the members, especially these guys, and to work with the high achievers, to get the opportunity to work with people like Anthony Toop who's a marketing genius, is totally extraordinary. Can I say to anyone who hasn't been on the Board yet, it's an absolutely fantastic experience and you learn more – fair enough, you give a lot of time but you end up far cleverer in your own business from that experience.

I work very closely with all the sponsors too, thoroughly enjoy it, absolutely love them, love the Society, and love everything to do with it. And I'm absolutely honoured, this is absolutely fantastic. I do thank you; I feel very humbled. ●

Garry Topp



Profiling High Achievers



Garry Topp FSAA (Life)
Chief Executive Officer

As a direct result of the Society's Strategic Planning Meeting with the charter of increasing the Society's profile in the marketplace, giving far more benefit to the Major Sponsors and opening up the age old profession of auctioneering to the so-far untapped market of students, I must pay tribute to Lindsay Warner's foresight in coming up with the concept of the **Schools Auction Idol Competition**. After consultation with schools and TAFE SA the focus of this new initiative became "Supporting excellence in vocational and technical education in schools."

The aim was to provide a possible career choice for year 11, 12 and 13 students to battle it out for a place in the grand final of what is now known as the **Messenger Newspapers~Adelaide Bank Schools Auction Idol Competition**. Congratulations to Mia Vassallo, who's winning performance was that good that I would have her auction my property tomorrow.

Speaking of young high achievers our **2007 Messenger Newspapers~Adelaide Bank Golden Gavel** winner, Phil Harris, has finally achieved **image status and credibility by delivering nothing short of a brilliant performance**. Congratulations Phil on behalf of us all and our sincere best wishes when you represent South Australia in the Australasians in Perth (September 3rd – 5th). I invite any Society Auctioneers to travel to Perth with us in September to support Phil and the other representative who will be competing, Michael Fenn. **It has certainly been a year where the younger generation have come to the forefront of the industry**, which is great to see.

My congratulations also to the other high achievers who have been featured exclusively throughout this Journal. ●

Garry Topp FSAA
Chief Executive Officer

ADELAIDE BANK CHARITABLE FOUNDATION

Dear Garry, John, Chris and Michelle,

On behalf of the Adelaide Bank Charitable Foundation Board of Governors, I would like to thank you for the donation that we received from the Golden Gavel Dinner held last Friday night. Your guests very generously gave \$861.30 to the Foundation and 100% of this donation will go directly towards assisting disadvantaged South Australians.

Thank you for your ongoing support of the Foundation's work. ●

Vicki Crutchley

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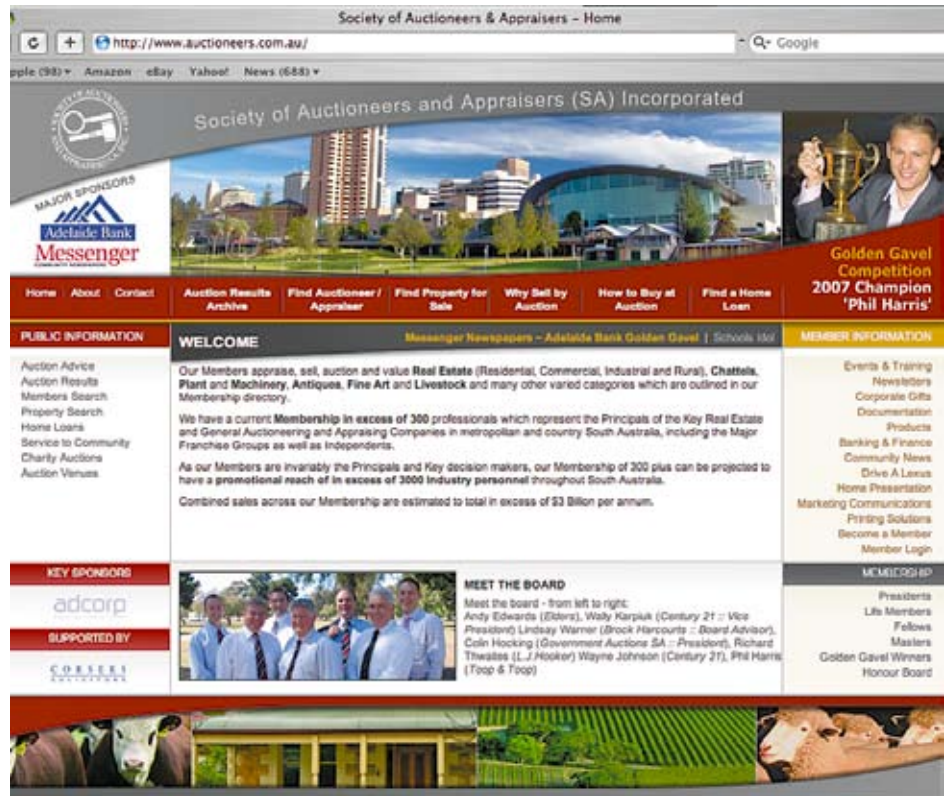


Society launches new web page

The Society launches its new state of the art webpage prominently featuring major sponsors, the **2007 Messenger Newspaper~Adelaide Bank Golden Gavel** winner Phil Harris and a prominent view of the city of Adelaide looking from the Torrens River. The new format clearly defines sections for Members, including events and training, newsletters, corporate gifts, documentation, products, banking and finance, community news, Drive a Lexus, home presentation, marketing communications, printing solutions, and the benefits of the Society and how to join.

Relevant information available to the public includes auction advice, auction results, updated member search, property search, home loans service to the community, charity auctions, and auction room venues.

This year we have given far more prominence to the 2007 Messenger Newspaper~Adelaide Bank Golden Gavel and Schools Auction Idol Competition with **DVD performances of the 3 school idol finalists and the 5 senior finalists.** For the first time we have put a film clip on the home page from **Network 10 News** featuring Trustee Lindsay Warner and 2007 Winner Phil Harris with the theme



of highlighting the possibility of a career in real estate in auctioneering as part of the school curriculum for year 11 and 12 students from independent and public schools.

Any auctioneers interested in being a charity auctioneer should advise C.E.O. Garry Topp.

Please view the new webpage and comments will be welcome. ●



SAA GOLF CLASSIC

Friday, 17th August 2007

tee off 11:30am

Riverside Golf Club Inc
26 Lockside Drive, West Lakes

18 holes of Golf
Presentation Dinner
Quality Red and White Wines
all for just \$88 per person

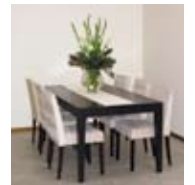
Categories:

Corporate Winners
Team
Individual (Mens and Ladies)

Bookings close 10th August 2007
Contact Garry Topp 8372 7830



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When People **Move...** **...They Don't** Move Far

Living In Australia Survey 2003

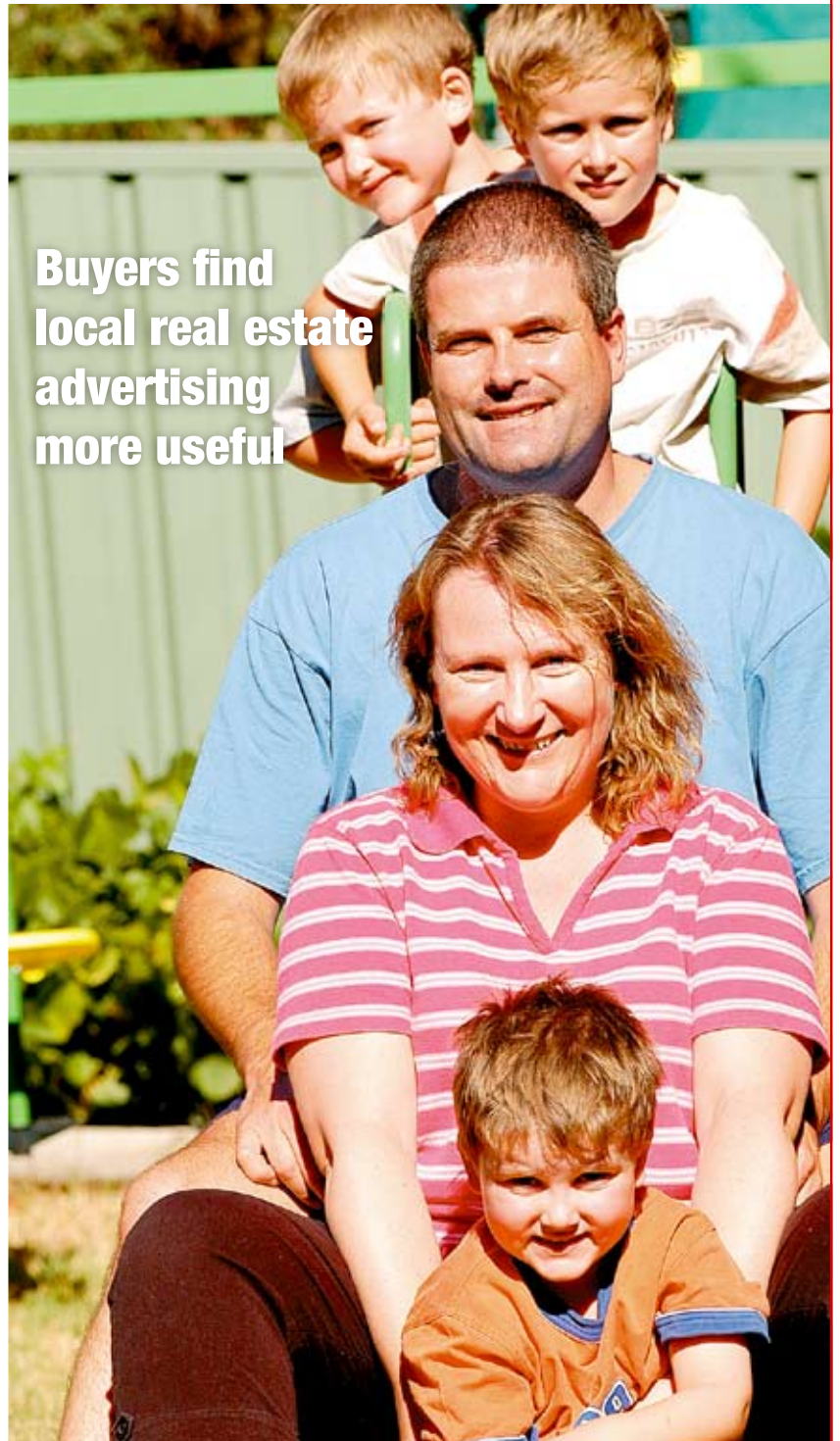
Funded by the Department of Families, Community Services and Indigenous Affairs

Comparison of addresses in 2001 with those recorded in 2002 reveals the following distribution of moves by distance:

- 43 per cent involved moves of less than 5 kilometres
- 22 per cent were between 5 and 14 kilometres
- 14 per cent were between 15 and 49 kilometres
- 12 percent were between 50 and 499 kilometres
- 8.5 percent were 500 kilometres or more.



- 11 Publications
- Adelaide Matters/Property Matters monthly
- Real Estate sections attracting local buyers
- 532,625 papers and 693,000 readers every week
- More metropolitan readers than any other Adelaide newspaper



Buyers find local real estate advertising more useful

Sources: Morgan Readership Survey: March 2007
 Circulation Audit Board: March 2007

Messenger
 COMMUNITY NEWSPAPERS

Brett's Genesis Barossa Shiraz wins major recognition

South Australia's Leading Auctioneer, four time Golden Gavel Winner Brett Roenfeldt entered his Genesis Barossa Shiraz 2005 in the *Winestate Magazine* Shiraz and Shiraz Blends "World's Greatest Shiraz Challenge 11"

617 Shiraz and Shiraz Blends wines were tasted for the September/October 2007 issue of the 617 tasted/363 were recommended.

The Genesis Barossa Shiraz 2005 was not only recommended but scored 5

stars and voted equal top in category for Vintage 2005 Shiraz @ \$25/bottle.

This is the equivalent of a Gold Medal amongst some of the industry's top competition.

Barossa Valley Roenfeldt Wines only produced 200 cases of this Shiraz and already 150 cases have been sold – so be quick to snap up the last remaining cases.

For further information about this Award Winning wine call Brett on 0411 180 960. ●



Kiwi crosses the Tasman to pursue auction excellence

By far the best Auction talent seen so far this year, six high achievers aspiring for excellence attended the ever popular Society Conduct Property by Auction two-day intensive Auction School conducted by **Society Trainers Brett Roenfeldt and Rod Adcock.**

Brett said "This particular group have enormous potential auction talent which was clearly demonstrated over the two days of the course. We urged all participants to enter the **Messenger Newspapers~Adelaide Bank Golden Gavel** Novice event in 2008

to showcase their talent. Each participant was asked what they liked most about the course and some of the answers were: enthusiasm, energy and passion, the expertise of the presenters, the practical demonstrations and critiques, the hands-on approach and presentation styles.

For the first time a delegate, **Stephen Birkhead from Harcourts Auckland, travelled all the way to Adelaide.** In summary, there is no doubt this two-day workshop has set a new benchmark for auction training in this State with our next two-day Auction School on 28th and 29th



June being sold out and over subscribed. The next available course will be held on Thursday 2nd and Friday 3rd August. For bookings call Garry Topp 8372 7830. ●

Society Tennis Day

The Society held its second successful Tennis Day at Next Generation on 20th April 2007. The teams were pitted against each other to wrestle the trophy from the inaugural winner L.J. Hooker – Glenelg (Henry's Heroes). The battle was tight and tough with a huge range of appreciable level of court class and skill. Lethal Luke Bowden headed the President Picks team whilst Greg Moulton and his endless team, including reserves, mounted an unprecedented challenge for the Brock Harcourts Group. An exciting conclusion and count back for the tenacious team from Adelaide Bank relegating to second



Greg Moulton, Andrew Simpson, Gary Rusling and Aron Milford

position behind the winners, Brock Harcourts.

Congratulations to all participants for an afternoon of great fun and fellowship in true Society spirit. Don't miss next year! ●

Phil Rogers MSAA

SHARE YOUR SUCCESS

For those of you that don't know, the Messenger Home Buyers Guide publish a weekly article of all auction results.

If you have had a successful auction and want to let the public know then fax the details to the Auction Results 24 hours fax line 8341 2093.

As well as getting some free publicity this will also help us to promote the auction method of sale. ●



IS 250



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