

ANZ YOUNG FARMER CONTEST

JUNE 2013

Contest News



Contest Champion

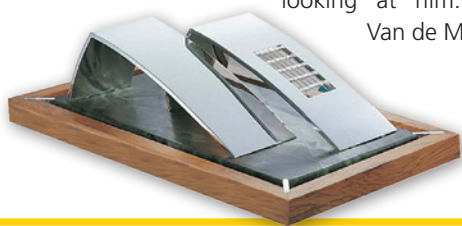


Tim Van de Molen of the Waikato/Bay of Plenty Region is the 2013 ANZ Young Farmer Contest Champion.

"I'm just delighted with the outcome", said Mr Van de Molen. "It's an honour and a privilege", he continued.

Mr Van de Molen is an ANZ agri-manager and farm owner from Hamilton. "I've wanted to achieve this for a long time... preparation has been in process for a number of years", commented Mr Van de Molen, who was also runner up in the 2011 Grand Final.

"I was extremely nervous", he said, even if he was, you couldn't tell from looking at him. Mr Van de Molen



certainly shone during the speeches and question round evening show.

"I enjoyed the Contest overall, the practical side was very challenging with the conditions" Mr Van de Molen commented, as there was torrential downpour during the practical day events at Kumeu Showgrounds in Auckland.

The thirty year old has proven himself to be a well-rounded and driven individual and he sees this accomplishment as a stepping stone into a broader role in the rural sector and he commented that his preparation for the Contest relied upon the wider agricultural industry: "It's about getting out and getting involved in the industry and using those opportunities and connections to build your network and build your knowledge base", he said.

Mr Van de Molen also took the time to commend the other Contestants, "they certainly pushed it to the wire, it was a close full battle", he said.

He took home nearly \$70,000 in prizes including \$10,000 cash from ANZ, entrance to Kellogg's Rural Programme from Lincoln University valued at \$5,000, Ravensdown and C-Dax products worth \$7,000, an AGMARDT scholarship towards a career development programme worth \$2,000, a gourmet BBQ and farm technology package

from Silver Fern Farms and FarmIQ worth \$10,000, a Honda TRX500FRM ATV and EU20 Inverter generator worth \$19,700, Husqvarna power equipment worth \$8,000 and \$7,000 of Vodafone products and services. He also took out the Lincoln University Agri-growth Challenge and received \$9,500 towards an industry related conference package.

Mr Van de Molen offered some sound advice for all Young Farmers: "Get involved and give it a go, it's a fantastic competition you learn so much and grow so much from it".

As for the future, Mr Van de Molen has plans for an overseas trip to Europe and the UK, and, of course to relax and get back into the swing of normal life; however, he won't be resting for long..."It's not the end, just the beginning. I'm passionate about agriculture and I hope this will be a springboard to continue that involvement long-term".



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Official Opening



Crowds gathered at Aotea Square in Auckland for the Official Opening of the 2013 ANZ Young Farmer Contest.

Auckland City Councillor George Wood opened the proceedings and was delighted this leading agricultural event has come to the 'City of Sails'.

"We townies look in awe as these young farmers from all over the country get into these different challenges and do such a great job", Councillor Wood said.

The seven Grand Finalists rode into the square on Honda farm bikes and were introduced to the public by Contest announcer Craig 'Wiggy' Wiggins and Contest Chairman Bevan Proffit.

"It takes a lot of passion and a lot of determination, you also have to be a good all-rounder", commented Mr Proffit on what it takes to be the Contest Champion.

After the introductions it was straight into the first Head-to-Head Challenge where a delicate touch was required to chainsaw a sculpture of the Skytower out of a wooden post in just ten minutes.

Then, the contestants had to construct a kitset catamaran of wood, string, and a piece of corflute.

AGMARDT

AGMARDT Business Breakfast

Jeff Grant, Chairman of AGMARDT, hosted the annual AGMARDT Business Breakfast. This year the event was held at Soljans Winery in Kumeu and there were three guest speakers to discuss the media within agriculture.

Vincent Heeringa, Director at Tangible Media, Publisher at Idealog and an established figure in the media industry, spoke about innovation and disruption, good and bad, across all industries, including agriculture.

Mr Heeringa highlighted that disruption happens to all industries and it's "not about being the smartest, fastest, or the biggest, it's about adapting to change, and that requires teamwork, intelligence, and openness to change".

Country TV News Producer, Drew Chappell presented on



Jeff Grant



Alan Emerson

cycles - whether it be the news cycle, weather cycles, dairy farm production cycles etc. both the media and agriculture rely on cycles in order to look ahead and understand the past.

Knowledge of those cycles is paramount for journalists in order for them to be able to give the right information at the right time to farmers and those who benefit from information about the rural sector.

Mr Chappell also underscored that for the media to be a good, useful tool for the rural sector, stories, events and information need to be framed within an issue and put it into context for the audience.

Former Young Farmer member and seasoned rural journalist, Alan Emerson also spoke to the crowd. He explained that the media is driven by numbers, ratings and budgets, and it's purpose it is more or less entertainment.

He used Young Farmers as an example and highlighted that Clubs can have their events covered quite easily in the media, and that "the 4th estate is not that hard to approach".

Practical Day

The beautiful Kumeu Showgrounds played host to the Practical Day of the ANZ Young Farmer Contest for the 2013 Grand Final, it was a great day, even if the weather did not cooperate.

RAVENSDOWN AGRI-SKILLS CHALLENGE

The Agri-skills Challenge is designed to test the breadth of knowledge of the competitors and this year included farmlets.

Within their farmlet the Contestants were required to erect the perimeter fence, construct a picnic table, build a pen to contain their sheep, connect up a water trough, complete some riparian planting and put together a beehive.

Contestants also went 'off farm' for several tasks such as digger skills, first aid, engineering and cooking.



LINCOLN UNIVERSITY AGRI-GROWTH CHALLENGE

The Agri-growth Challenge delves into character of the Contestant and assesses their people management skills. The Contestants faced an interview panel of three, and also facilitated a family discussion on farm succession.



AGMARDT AGRI-GROWTH CHALLENGE

The Agri-growth Challenge requires Contestants to present a market innovation project that they had completed prior to Grand Final.

SILVER FERN FARMS AGRI-SPORTS CHALLENGES

As the rain really set in, the second of the Silver Fern Farms Head-to-Head Challenges got underway. Contestants were required to build a block stay and hang a gate.

The big crowd pleaser that is the Silver Fern Farms Agri-sports Challenge took place in the afternoon. The race course started with Contestants reeling in their catamaran they had built the day before at the Official Opening. Whilst enduring the downpour, the Contestants completed many tasks including chainsawing a cricket bat, plumbing in a pressurised waterline, attaching a spreader to the Honda quad and spreading Ravensdown lime, mowing the ANZ logo with a Honda mower, building a brick puzzle of the Silver Fern Farms logo, and lasso a makeshift cow. It wouldn't be a Northern event without Contestants putting their face in something slimy...The Contestants dove head first into a bowl of cream to retrieve jaffas - without using their hands.



ANZ Grand Final Dinner



Cam's speech



Matt's speech



Tim's speech

This dinner function was hosted by ANZ at the Royal NZ Yacht Squadron. The evening was also the stage for the speeches component of the Contest. Each Contestant was given a topic specific to them and had a mere few hours to write their persuasive speech.

Ian Douglas spoke on opportunities for ownership with an ageing dairy farm owner demographic.

Tim Van de Molen's topic was 'Is there a place for the army in a small remote country like New Zealand?'

Cam Brown talked about what he would do to aid in the development of agriculture if he were Prime Minister.

Aaron Passey highlighted the benefits of raising a family in a farming environment.

Reuben Carter detailed how high level sports competition helps with competing in the ANZ Young Farmer Contest.

Matthew Bell spoke about how Fonterra's new 'no-light' milk container is the best thing since sliced bread.

And **Dean Rabbidge** explained how Southland is the land of 'milk and honey'.

While all Contestants delivered engaging and thoughtful speeches on their topics, Tim Van de Molen excelled above the rest and scored the most point for this element.

Out & About



Televised Show



The Grand Final of the ANZ Young Farmer Contest was televised on TV ONE with coverage the following day on TVNZ Heartland.

In a first for the Contest, the show was also live streamed on TVNZ Ondemand.

The televised show featured a brand new stage set, a refreshed round format and was recorded at the TVNZ studios. As usual there was some hot competition up on stage but Tim Van de Molen managed to maintain his lead for the entire show.

The studio recording was beamed live to guests at SKYCITY. Following the televised show, the studio guests and Contestants joined the SKYCITY crowd to greet their new Contest Champion.



The final standings were:

| | | |
|-----|------------------|------------|
| 1st | Tim Van de Molen | 292 points |
| 2nd | Cam Brown | 287 points |
| 3rd | Matthew Bell | 279 points |
| 4th | Reuben Carter | 270 points |
| 5th | Dean Rabbidge | 268 points |
| 6th | Ian Douglas | 251 points |
| 7th | Aaron Passey | 236 points |



Tim Van de Molen
won the Lincoln University
Agri-growth Challenge



Cam Brown
won the AGMARDT
Agri-business Challenge



Matthew Bell
won the Ravensdown
Agri-skills Challenge



Reuben Carter
won the Silver Fern
Farms Agri-sport Challenge

Northern - Ian Douglas



Tasman - Reuben Carter



**2013 Contest Champion
Tim Van de Molen**



**Waikato/
Bay of Plenty -
Tim Van de Molen**



**Aorangi
- Matthew
Bell**



**Taranaki/Manawatu
- Cam Brown**



**Otago/Southland
- Dean Rabbidge**



East Coast - Aaron Passey



Best Regional Final

Every year during Grand Final week one region is awarded the prestigious accolade of 'Best Regional Final'. For the first time in 16 years it was Tasman who produced an event that was a cut above the rest.

The Regional Final is assessed on performance before, during and following the Final by the National Office and those who are part of the national circuit. The performance criteria are marked on four sections: Planning the Regional Final, Promotions and Marketing, Practical, Agrisport and the Evening Show.

Hilary Phillips, NZYF Contest Operations Manager, gives us the inside word as to what gave the Tasman Regional Final the edge.

"The team responsible for organising the Tasman Regional Final this year were enthusiastic and eager to win Best Regional Final. All of their planning was focused with this goal in mind. They held their event in conjunction with the Oxford A&P Show, which ensured they had a good base crowd in attendance. The key was attracting them into the Contest area, and that they did. If anyone ever doubted the pulling power of eight chainsaws,

after the Silver Fern Farms Head to Head Challenge there was no longer any doubt.

The crowd streamed in from the Show to watch the Contestants create an emblem for Silver Fern Farms. There was plenty of drama in the Silver

Fern Farms Agrisports Challenge as all eight Contestants took a couple of dips in the makeshift pool – welcome relief given the hot temperature on the day. A seated dinner is quite a feat when your venue has to have everything hired in – from the flooring, tables, cutlery and more. But that wasn't enough to stop Tasman converting a school gym into a gala dinner venue, complete with after-show tunes courtesy of a DJ. They prepared well, with regular and frequent communication amongst



themselves and with National Office. They had a large committee and worked 100% as a team and displayed passion, commitment and enthusiasm. Congratulations to the Tasman team on your achievement".

Off the back of a successful year we wish Tasman all the best in their preparations for hosting the Grand Final for 2014.

2013 Regional Committee Members:

Dave Winter (Convenor), Sarah Heddell, Tim Winter, Craig Millar, Louise Winter, Will Bailey, James Maxwell, Hannah White-Kay, Marie Timperley, Jeremy Clayton, Rochelle Gibson, Andrew Stokes, Steve Knight.



Awards

Trophies were also presented to retiring Regional Managers James Donaldson, John Assen, Kyle Goodwin, Steve Knight and Grant McNaughton for all their service to Young Farmers.



A special presentation was also made to Bevan Proffit, retiring Contest Chairman.

Thanks very much to the 2013 Organising Committee – you put on a fantastic event!

Committee

Kylie Brewer, James Donaldson, Rachel Bennett, David Kidd, Katherine Tucker, Marty Roest, Matt Marr, Scotty Heasley, Meredith Love, Logan Suvalko, Alan Boler,

Sarah Kenworthy-Thompson, Alastair McConnachie, Andrew Farr, Vanessa Farr, Sam Williams

And all the other people who supported and helped this group leading up to and during the Grand Final week – you know who you are – so thanks!

