

Yorke Peninsula

Country Times

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www.ypct.com.au Phone 8821 1155

MAJOR SPONSOR



**YORKE
PENINSULA
FIELD DAYS**

We are excited to announce the YP Country Times is now the major sponsor of one of our region's biggest events, the Yorke Peninsula Field Days. As your local community newspaper, we are thrilled about this new partnership and look forward to supporting this important event on September 24, 25 and 26.



Seeds planted for 2019 event

SOWING is winding up around the peninsula and so too the seeds have been planted for the 2019 Yorke Peninsula Field Days.

Now the committee will keep working to grow the event and hopefully yield other big crowd on September 24, 25 and 26.

Incoming chief executive officer Peter Anderson said plenty has been happening behind the scenes to ensure the event is a great success.

"We've been working on a new website, setting up the temporary administration building and started arranging services we provide during the three-day event," he said.

"There is a lot of preparation required even at these early stages to ensure all services are established and able to cater for the large crowds."

Mr Anderson said the devastating fire

which destroyed the administration building and caused more than \$300,000 damage in February has caused angst but hasn't stopped the committee and staff from forging ahead with planning.

"The fire has created workload we did not anticipate and didn't need but it hasn't put us behind significantly," he said.

"We have had to re-establish our administration in another facility on a temporary basis but our main focus is on the event and preparing for that.

"The fire was devastating and we are very grateful for the support that's been shown to us by local people and businesses."

YP Field Days president Bruce Philbey said the committee is very pleased to have appointed the Country Times as the event's major sponsor.

"Changing our major sponsor was not a

decision the committee took lightly," he said.

"One thing that many on the committee mentioned was the quality of the lift-out the Country Times published for the past couple of events.

"This was a major factor and gained a lot of support as is the fact it is a locally owned and operated newspaper.

"I like to use the term team effort and I see the YP Country Times as being part of the team of the YP Field Days.

"We will work together to make it a win-win for everybody including the committee, the newspaper and attendees."

Mr Philbey said the YP Field Days is a significant event on the modern farming calendar.

"It gives farmers a rare opportunity to have a hands-on experience with new technology," he said.

"Technology is a two-edged sword because a farmer can also access lots of information quickly and easily at the touch of a button on their phone or iPad.

"But it doesn't compare with being able to touch and feel products and have that face-to-face contact with the people who are promoting the technology.

"You can view and compare a range of options in one place and talk with business owners or salespeople.

"It's the perfect opportunity to ask lots of questions."

Site applications are now being taken and close June 30.

For more information or to discuss your requirements, phone the office on 8827 2040 between 9am and 5pm Monday to Friday. Alternatively, check out the website www.ypfielddays.com.au for a full prospectus.

**YORKE
PENINSULA
FIELD DAYS**

24th, 25th, 26th SEPTEMBER, 2019
REMINDER
SITE APPLICATIONS CLOSE
SUNDAY, 30th JUNE, 2019

Office hours: 9am-5pm Monday-Friday



Discussing the YP Country Times major sponsorship and plans for the upcoming YP Field Days are YPFD treasurer Rosalie Pearce, YPCT managing director Michael Ellis, YPFD president Bruce Philbey and YPFD chief executive officer Peter Anderson.



Yorke Peninsula Field Days president Bruce Philbey (right) congratulates and thanks Yorke Peninsula Country Times managing director Michael Ellis for coming on board as major sponsor of the event.

A community partnership

YP Country Times managing director Michael Ellis said he was absolutely thrilled to come on board as major sponsor of the YP Field Days.

"We have always supported the YP Field Days," Mr Ellis said.

"Being the third-generation owner of our community newspaper, I have followed in the footsteps of my grandfather Cecil and father Trevor by giving this important local event plenty of coverage.

"For more than 20 years we have also produced a souvenir guide showcasing exhibitors and the event.

"Being chosen as the major sponsor means we can make this bigger and better, and give even more support to the event."

Mr Ellis said the field days is one of the biggest events for the peninsula and provides a huge boost for local sporting clubs and businesses.

"Field days exhibitors come from far and wide," he said.

"They stay on the Copper Coast for at least two nights, often longer, and spend money in our pubs and eateries.

"For many local sporting clubs, the field days is their major fundraiser and helps them fund the ever-increasing costs of running a

club for the two years between events."

As major sponsor of the 2019 Yorke Peninsula Field Days, the Country Times will be promoting the event extensively in the lead-up.

"We will print 20,000 copies of our souvenir guide, up from 8000, and these will be inserted in our newspaper as well as being given away free at the event," Mr Ellis said.

"This will give fantastic exposure for our advertisers and provide our readers with a comprehensive guide to the event which includes all the program details, a site map and the stories behind the field days.

"We will also have a strong presence at the event.

"Our journalists and photographers will capture all the action and we will publish a photo album after the event.

"We see our role in the community as sharing stories that you can't find on social media and, at the same time, recording history for generations to come.

"We are so pleased a local paper has been chosen to support this local event and we hope you, the local community, will also come on board to ensure it is a resounding success."

Field days facts

- ❖ The Yorke Peninsula Field Days are held at Paskeville biennially (every two years).
- ❖ It has been going for 125 years and is the oldest field days event in Australia.
- ❖ The first field days trial was held near Bute on July 31, 1895.
- ❖ The permanent site at Paskeville was established in 1975.
- ❖ Seven local branches of the Agricultural Bureau of SA form the organising body – Arthurton, Boors Plains, Bute, Cunliffe WAB, Moonta, Paskeville and Petersville.
- ❖ The field days will feature more than 700 exhibitors.
- ❖ More than 30,000 people are expected to pass through the gates during the three-day event.



YP Field Days Official Program and Directory is published and provided by our major sponsor Yorke Peninsula Country Times. The program will be inserted into the YP Country Times one week prior to the event and will be available at the entrance gates and other locations on site during the event.

YP Field Days recommend that exhibitors support and use this widely circulated publication to publicise both their product and participation at YP Field Days.

Phone Bernice on 8821 1155 or email sales@ypct.com.au to express your interest in this year's official field days guide.

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Country Times

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YORKE PENINSULA FIELD DAYS

24, 25, 26 SEPTEMBER 2019
Paskeville, South Australia



Displays and demonstrations include...

- FARM MACHINERY & EQUIPMENT ● WORKING SHEEPDOG TRIALS
- EDUCATION ● TOOLS & ACCESSORIES ● WOOL & SHEEP ● RURAL BUILDINGS
- AUTOMOTIVE ● FASHION PARADE ● QUALITY CRAFTS
- GUEST SPEAKER PRESENTATIONS ● PRODUCTS, SERVICES & MORE!

Public admission 9am-5pm daily **Public admission costs** (no concessions)
Adults \$15 per day Adults \$35 three-day pass Children under 16 years free

Tickets available at entry gates – cash or EFTPOS

- NO DOGS ALLOWED ● FREE CAR PARKING



AUSTRALIA'S OLDEST FIELD DAYS – EST 1894

For further information please contact...

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