

TRIAL REPORT 2008 SUPREME AND TRANS TASMAN



LAUNCESTON TASMANIA

SAT 27TH SEPTEMBER UNTIL SAT OCTOBER 4TH AURORA STADIUM

As the organisers of this year's Supreme and Trans Tasman Trials continue to sigh a huge sigh of relief that this year's events are over for another six years - twelve as far as the Trans Tasman Test is concerned - they do it with a smile of absolute content. The accolades that have been extended to Tasmanian organisers have been recorded in history as a new benchmark of excellence in all areas of event management, organisation and public support for what is essentially, sheepdog trials on the big stage. All individuals involved now recognise, if they didn't already, that sheepdog trials throughout Tasmania and potentially our entire nation can only be as successful as we dare to believe!!!

From the time we started organising this year's events, some two years ago, in the face of many setbacks we eventually embarked upon sponsorship. Fantastic, excited believers in our quest to *Bring the Country to the City* in an unforgettable event for Tasmania. We are proud to have had the support of our sponsors without whom we could not have entertained thousands of spectators throughout the week of competition and hosted such a successful International sporting event. In the attached information you will get the opportunity to be reminded about the wonderful sponsors that Tasmania had, by listening to our radio advertisements, watching our television advertisements, and reading our many newspaper advertisements and editorials that were run leading up to and during the event, including an ABC television Stateline story. What you won't get to see or hear are the many radio and talk back programs which spoke to us on a daily basis, or all the news stories throughout Australia and New Zealand, through both the print media and radio.

PIP HUDSON FROM NEW SOUTH WALES IS CROWNED 2008 AUSTRALIAN CHAMPION!!!

&

AUSTRALIA WINS!!! THE TRANS TASMAN TEST for 2008.

At Aurora Stadium under lights on the final night of competition in front of thousands of cheering spectators. Read the attached results section for details and results for all classes of competition.

Following information relates to the timeframe of September 1 to October 4, 2008.

Southern Cross Television state wide provided 104 advertisements in a combination of 15 & 30 seconds in length. An additional 30 x 30 second ads also screened. (View attached advertisements).

7LA Radio Network provided 50 x 30 second ads placed throughout prime time over the week of the event.

50 x 15 second lead-up ads ran over the three days leading up to the start of the events. There was also one live promotional cross to air.

The Examiner Newspaper and Tasmanian Farmer – see attached.