



THE FELINE ASSOCIATION OF SOUTH AUSTRALIA INC

www.felineassociationsa.com

CAT SHOW MANAGEMENT MANUAL

Contents

Arrival at Show and Checking In of the Cats	7	Setting up the Show	7
Basic Decisions	2	Show Account	10
Breed Awards List	9	Show Management Personnel	2
Cage Numbering	5	Show Package	4
Catalogue	5	Sundry Arrangements	6
Club Tables	9	Taking Down the Show	10
Door Takings	9	Taking Entries	4
Feline Association Table	9	The Venue	2
Financial Planning and Budget	10	Trophies and Trophy Table	3
Judges Slips	6	Trophies, ribbons and Sashes	3
Judges, Stewards, and Vets	2	Vetting Slips	5
Money Raising and Side Activities	7	Appendix A—Notes on Show Budgets	10
Publicity	9	Appendix B—Timetable and Show Preparation	11
Ring Clerks and Results Recorder	8	Appendix C—Additional Arrangements for Special Shows	12
Schedule	4		

Show Manager - Responsible for the co-ordination and running of the show. This includes, budgeting, delegating people to do different jobs, liaising with entry officer to ensure paperwork is on track and generally making sure everything is organised and the show runs smoothly.

Entry Officer - To organise all paperwork this includes receiving entries, answering enquiries about the show and entries, print judges slips, challenges, prize cards, cage cards etc as necessary and to prepare and arrange printing of the catalogue.

Kitchen Manager - To arrange food by whatever means are available, budgeting and arranging people to staff the kitchen on the day of the show. The kitchen manager should also be responsible for arranging the judges morning tea and lunches, or someone to take responsibility for this. The most efficient and cost-effective way of doing all of this is to arrange for committee etc to donate food for the day.

(Revised March 2014)

Fundamentals of Show Management

Forward

This manual, should be read in conjunction with the FASA Show Rules, was first written by P M Armit and J N Stephens in 1975 and revised in 2017. Much of the original material has been retained, as the basic guidelines to running a well organised show are still the same. However, time has a habit of changing things and this edition of the FASA Show Management Manual will attempt to bring up to date the excellent work of the original authors.

The procedures outlined are not necessarily the only ones, but a well-run show should result if the methods described here are followed.

An important concept is that of forward planning in every aspect and the use of the show budget to guide and check each phase of the show build up. When this approach is adopted, committee decisions can be formulated on a sound basis, last minute panics are reduced to a minimum and, when they do occur, there is time to rectify them with little difficulty.

Most important of all is the atmosphere of the show – people should go away having had a good experience – friendly, cheerful, helpful faces will get you through any hiccups on the day and have people coming back.

LONG TERM ARRANGEMENTS

The club should make their decision to hold a show preferably the year before it is to be held. The year's show calendar is prepared **early in the preceding year and all dates have to be submitted to FASA by 30th April.**

Should the club intend inviting an overseas judge, they will need to be contacted well in advance. This will also allow time to contact other Councils around Australia, should you be arranging a cost-sharing tour of a guest judge. Special shows, involving overseas and/or interstate judges, require more long-term planning and more emphasis on publicity arrangements. During the twelve months running up to the show, several fund-raising events may be staged to cover the additional costs of fares and accommodation.

BASIC DECISIONS

Once it has been decided to hold a show, a committee meeting should be held as soon as possible, before the show date, to make decisions on which future planning and action will be based:

- Whether it is to be a normal show or a special occasion;
- The venue;
- Who is to manage the show;
- The judges—local or interstate;
- Financial aspects—whether to attempt to make a profit, break even or accept a loss;
- The extent of publicity—particularly important if the show is to be a special one;
- Policy regarding trophies and ribbons;
- Policy regarding catering;
- Policy regarding novelty classes.

THE VENUE

It is best to decide, and book venue as soon as show dates are fixed. The FASA Secretary and other Club Secretaries will be aware of venues used in the past which have been suitable and are often happy to assist you with this job (but you may attract more public if you try a previously unused area). A rough guide to the area required is 1.85 square metres of space per cat (20 square feet). This should provide sufficient room for the benches, office work, side tables and vetting in. For example, a hall of approximately 465 square metres (5,000 square feet) is needed for 250 cats. Points of importance to consider are:

- Space for vetting in which, if possible, should be separate from the main show hall;
- Good natural light;
- Catering facilities;
- Availability of a public-address system if needed;
- Availability of heating in winter or cooling in summer;
- Availability of chairs;
- Availability of hall the day before the show for setting up and the whereabouts of the keys.
- Car parking facilities;
- Arrangements for cleaning up after the show and disposal of rubbish

FASA - CAT SHOW MANAGEMENT MANUAL

(REVISED MARCH 2014)

Show Management Personnel

At least six months before the show, the committee should decide on and invite people to fill the key posts, ie:

- Show Manager
- Entry Officer
- Price table/Trophy Stewards
- Publicity Officer

The Show Manager can take the entries, but the key job of the show Manager is to organise the preparation of the show to a pre-arranged timetable, to enlist any help required and assist in any area where there are difficulties. Entries may be taken by someone who may not have the time or ability to oversee the whole show organisation. It is a good idea to invite people to assist with positions so that they can be groomed for the jobs in the future.

Judges, Stewards, and Vets

JUDGES

The club has the right to appoint any judge approved by FASA and recognised by the CCCA but two considerations should be borne in mind.

- Judges' assignments should be rotated so that one judge does not undertake the same assignment more than once in every three shows (including GCCFSA shows) if possible.
- Probationary judges should be given the necessary Neuter/Kitten assignments to enable them to complete their judges Training Programme.

Note: Probationary Judges may also judge ALL novelty classes (Entires included), Junior Exhibitor and Companion/Domestics (Group 4).

Before making a final decision on Judges, check with other FASA and Club Show Managers for a list of judging assignments set around your show date, to prevent unusable challenges. When you have made your final choice, and the judges have accepted, notify the FASA Secretary so that other clubs have access to up to date information.

If a club is considering inviting a Judge who is possibly not on the current Co-ordinating Cat Council of Australia or Australian Cat Federation panels, it is advisable to check with the FASA Secretary as to whether they are recognised by FASA. When inviting judges, contact by phone or email may be convenient in the initial stages, but it is advisable to confirm the assignment and arrangements in writing by sending a judge's contract to all judges and later the front of the Schedule. It is usual to pay travelling and accommodation expenses for interstate judges (unless special arrangements can be made).

STEWARDS

The FASA Steward Co-ordinator is responsible for appointing Judge and Vet Stewards for all FASA Shows. Let the Steward Co-ordinator know who your judges will be as soon as they have accepted their assignments and how many vets will be officiating so that the appropriate number of Stewards can be organised.

VETS

These should be retained at least six months in advance and confirmed by sending the schedule front and the page from the show rules pertaining to vetting in. The current fee is \$100.00 per vet, covering approximately 100 cats. Two vets (or a vet and vet nurse) are usually required for a 200 to 250 cat show. A copy of the FASA show rules, Section C—Veterinary Inspection must be supplied to each vet by show management. Vetting in is carried out before the cat is benched.

Trophies, Ribbons, Sashes, Rosettes, Medallions

Decisions must be taken as to whether the club intends to present trophies/ribbons/sashes/rosettes/medallions. If trophies are to be presented it must be decided to what extent exhibitors can be relied on to donate these or whether the club will provide them. Fewer and better trophies are better appreciated by exhibitors and reduce the work of the Trophy Stewards. The method for planning trophies and ribbons is described in detail in the relevant section.

FASA - CAT SHOW MANAGEMENT MANUAL

(REVISED MARCH 2014)

The Schedule

The Schedule consists of three parts:

1. Basic details about the venue, timetable, fees payable to, judges, classes they will judge and show management. It is wise to include additional details in regard to the location of the venue, catering arrangements, a few important show rules for the benefit of beginners, a contact number for someone who can help new people and other items to which the show management wishes to draw special attention. It is very important to show the closing date of entries clearly. Include a club membership form.
2. The standard list of Classes as included in the Show Rules.
3. Entry forms and cash summary sheets (from FASA website).

The schedule is an important document. Its clarity and accuracy **reflects the image of the club**, the eagerness of the officials to attract a good entry and a willingness to be of as much help to exhibitors as possible. A sloppy schedule gives a bad impression and is one cause of errors by exhibitors.

Distribution of the schedule is usually by bulk email but may be posted to those that do not have email access. An up to date email list of exhibitors is available from the FASA Secretary/Treasurer. This is kept up to date during the year and revised at the beginning of each show season.

Send a copy of the Show Schedule to the judges.

Show Package

This consists of Judges Slips, Challenge Certificates, CCCA Certificates, trestle paper, disinfectant. All of these can be obtained from the FASA Stationery Officer. All clubs pay FASA for this package (plus a fee for insurance cover). The fee is determined each year by FASA Management and is designed to cover costs only.

Taking Entries

The official FASA show database must be used for taking entries, preparing the catalogue. It is usual to set the closing date as four weeks prior to the date of the show. Entering into the show database and catalogue preparation should be completed one week prior to the show date so that catalogues can be printed.

The FASA Microsoft Access database is available to all clubs and entry officers and use of that database is mandatory for all FASA sanctioned shows.

ONLINE entries are processed by the Entry Officer and a confirmation email sent to exhibitors.

Check the details on the entered to see that they are correct (remembering kittens over 6 months must have a registration number). Check the payment required. Queries regarding apparent errors in details or money paid should be taken up with exhibitors as soon as entries are checked. Manual paper Entry forms should be filed in alphabetical order of exhibitors surnames, so that details are quickly available if queries from exhibitors arise.

The show database records the following which is required for financial control and planning the show:

- Name of exhibitor
- Total money paid
- Donations to Trophy and Ribbon funds
- Advertising paid for
- Number of exhibits entered
- Type of cages required
- Catalogue/s paid for
- Statistics of cats entered

Money should be handed to the club treasurer for banking when entries are closed.

FASA - CAT SHOW MANAGEMENT MANUAL

(REVISED MARCH 2014)

Vetting Slips

These are created by the show entry database, the vetting slip contains name of exhibitor, name(s) of the cat(s) entered and their cage numbers and class entered. If the exhibit is entered in Junior Exhibitor, a separate vetting slip is created for the JE.

Cage Numbering

Before the catalogue can be prepared, cage numbers must be allotted to the cats. As far as possible, the numbers will follow the order of the classes, except that entire males must not be benched next to each other and should be separated by females, kittens or neuters. Because it is possible for different judges to judge adults, kittens and neuters, it makes for simpler organisation if entire females and males are alternated so that kittens and neuters may be kept separate, this will depend on the judging assignments. The show database automatically creates the numbers and separates entire males.

The catalogue is a most important public relations document for the club. It should therefore be accurate, complete and well presented. This is produced for the data base by the Entry Officer. For the average show, it is usual to print about 10 more catalogues than the number ordered by exhibitors.

It is helpful for the entry officer to collect together various notices and announcements—e.g. for forthcoming shows, club meeting dates etc for inclusion in the catalogue. They help to fill up odd spaces at the bottoms of pages.

The job of printing the catalogue should be completed about a week before the show (ask around for good deals on printing or photocopying)

Judges Slips

The Judges Slips are printed from the entry data base. The classes should be headed up as in the catalogue but, of course, only the cage numbers, breed, class, colour and date of birth are given. The slips must indicate if the class is one for which a Challenge may be awarded.

As scratchings are received they should be marked on the master catalogue both in the List of Exhibits and in the Classes section and the Judges slips.

Sundry Arrangements

There are many arrangements to be made before the show day.

FIRST AID KIT: A first aid kit must be readily available at all shows

TRESTLING: FASA owns 100 x 6' trestles which equates to 600' of trestling. These are stored in the FASA trailer and arrangements need to be made to have these delivered to the show venue.

PAPER TO COVER TRESTLING: This is supplied by FASA as a part of the show package.

CAGES: These are stored in the FASA trailer and arrangements need to be made to have these delivered to the show venue. Longhair 21" x 21" are the only cages available and attract a hire fee. Exhibitor Owned cages are a standard 24" or 30" for all breeds.

JUDGING EQUIPMENT: Paper towelling must be provided for vets and judges. About ten rolls will be needed for a show. F10 disinfectant is supplied as part of the show pack. **Do not use Household disinfectants such as Jasol or Dettol which are toxic to cats.**

CAGE NUMBER CARDS: Cards about 4" x 2", clearly marked with the cage numbers need to be provided for attaching to the cages. These are prepared by the entry officer.

RUBBISH BINS AND GLAD BAGS: These will be needed for use during the show and for the disposal of rubbish afterwards

OFFICE SUPPLIES: Masking tape for fixing bench paper to trestles and for putting up notices will be needed, also adhesive tape. Pens, Felt pens, clips and raffle books.

NOTICES: These should be made in advance for such things as, directions to toilets, club table, reminders to exhibitors to dismantle cages, vetting in and to indicate to the public the way into the show hall and the admission fee, turn off mobile phones, etc.

INSURANCE: FASA has a policy to cover all associated clubs. The clubs must then reimburse FASA for their share of the policy costs per show.

FASA - CAT SHOW MANAGEMENT MANUAL

(REVISED MARCH 2014)

LUNCH TICKETS: Judges are provided with a free lunch. If possible, it is also good to include stewards.

Money Raising and Side Activities

CATERING: If the club has sufficient workers available then it can provide light lunches, tea, coffee and soft drinks. Sometimes an ancillary organisation will do the catering or cold food may be brought in from a shop. It is usual to provide tea, coffee and biscuits at the start of the morning for judges and helpers.

RAFFLE: Frequently prizes are donated by club members and friends. Someone should be put in charge as much organisation needs to be done in advance and tickets need to be sold at the show.

TRADING TABLE: If helpers are willing and available, a trading table can help with club funds. A good deal of organisation and collection of goods for sale is necessary.

SPONSORS: **Clubs need to check with FASA** as to what arrangements are in place for sponsors for the year, and whether they can bring in any others, or what samples are available.

STALLS FOR OTHER ORGANISATIONS:

Sometimes people enquire as to whether they can set up a stall or table to sell goods which are of interest to exhibitors and the public. You may choose to charge for the table or alternatively accept a donation from the stall. Welfare organisations should not be charged.

Setting Up the Show

Arrive at the show hall the day before the show, with the cages, trestling, bench paper and a list of the cage numbers showing cage types and, provided you have helpers, will get the show set up. However, unless some preliminary planning has been done, the job will take twice as long as it needs.

To get the most efficient and pleasant lay out and complete the job quickly, the following matters should be attended to in advance:

- Obtain the exact measurements of the hall and draw a plan showing the entrances and exits, stage (if any), foyer and side rooms.
- Having obtained an accurate picture of the space available, decide on the general lay out of the cages, where the vetting in is to be done, the location of the trophy table, where the data recorders are to be placed, the number and size of tables to be provided for ancillary activities and the clubs and where they are to be put.
- Draw a floor plan of the proposed lay out on a piece of graph paper.
- Trestles FASA own are 100 x 6' in total which equates to 600'. It is wise to obtain firm promises in advance from eight to ten people to assist in putting up the show. Others will always be welcome. Arrange for a few able bodied people be available right from the start to put up the tables.

The Procedure for Putting Up Is as Follows

1. The first job is to set up the trestles in bays then cover tops and fronts (skirts) with paper or bunting.
2. Cages should be unloaded from the trailer as required and placed in bays according to needs for that bay. Cages are then placed on trestles in line with the list of cage numbers and types leaving spaces for Exhibitor Owned Cages (cage number to be written in space) as per the list prepared by the Entry Officer.
3. The cage number cards are then attached to cages or placed in the space for any Exhibitor Owned Cages.
4. The cages must be disinfected with disinfectant supplied by FASA (using the spray bottles that the judges will use the next day).
5. Tables for vetting in, FASA, trading, prizes, raffle, should all be placed in position.
6. Leave some spare cage tie wires in an easily accessible place, such as the club or FASA table or the end of rows.
7. Make sure you have the key and an alarm code to open the hall the next morning or know where to get it.
8. Any changes to the judges must be written up and notice placed by the front door. Also notices about turning off mobile phones during judging.

Arrival at The Show & Checking in Of The Cats

SET YOUR ALARM CLOCK BEFORE YOU GO TO BED!!!

If the club management wishes to gain a reputation for running efficient, happy shows, a good start to the day always makes a good impression with exhibitors. Courteous, friendly helpfulness should be the order of the day.

Every endeavour should be made to ensure that vets arrive on time and a telephone reminder the day before is advisable.

Paper towel and spray bottles with disinfectant water should be ready on the vets tables and vetting stewards should be on time. If they are unable to have their cats checked early.

The officials responsible for giving out vetting slips should be ready 15 minutes before the advertised time and a relief should be available as well. A list of scratchings should be compiled as exhibitors collect their vetting slips. This list to be given to the steward coordinator on completion of vetting in.

Judges should be welcomed and directed to the "tea room" away from the exhibitors and give them their judging slips for the day. When the Show Manager is ready for judging to begin, the Steward Co-ordinator will assemble the stewards and, if necessary introduce them to their judge

An official should quickly check to see that no identifying objects have been left in or on the cages and that no cat is in distress.

The Ring Clerks, Data Recorder

Ring Clerks are appointed by the Show Manager well in advance of the show and one is needed for each judge or bay.

The Ring Clerks are responsible for:

- completing challenge certificates and crossing off ineligible challenge certificates, completing CCCA Certificates and ensure judges sign certificates (all eligible and ineligible certificates to be sent to the FASA table for signing and distribution)
- Place rosettes and prizes on cages.
- Judges slips to be promptly forwarded to the Data Recorder.

Data Recorder is appointed by the Show Manager well in advance of the show and two people are required and will have access to a computer and printer (FASA supplied).

The Data Recorder is responsible:

- to input all Awards from Judges Slips into the show database.
- Print out sufficient copies of the results for each Judge, Point Scorer and Show Manager.

The Club Information Table

Although a show can be conducted without any Club Information Tables, a club which is keen on serving its membership an/or the breed it may represent, should use the opportunity presented at the show to demonstrate to its members the variety of services it can offer and to recruit new members. For this reason, a club official or senior committee member should organise the table and be available for the benefit of the club members, exhibitors and the public.

Public relations are, of course, best promoted by helpful, knowledgeable personal advice but it is also important to have written and other material available for enquirers to take away. These include:

- Club membership application forms
 - Club badges
 - Free pamphlets describing the clubs activities—e.g. meeting dates and places, show dates for the season, social activities, books and technical pamphlets
 - Details of kittens available for sale
 - Club magazine
- The Club Table should be in a prominent position having bright posters to attract passers-by.

FASA - CAT SHOW MANAGEMENT MANUAL

(REVISED MARCH 2014)

FASA Table

The FASA Representatives will assist in adjudicating should any dispute arise on show rules, which should be settled at the time by the FASA rep in co-operation with the Show Management and, if necessary, a FASA judge.

The FASA Representative should be there to promote FASA and help exhibitors. The representative must be on duty to distribute Honours Certificates, Challenges, and information about FASA activities. A table should be provided for the FASA representatives.

These people need to be present all day.

The Door

At least two people should be available for this job if a door taking fee is expected.

Show Hosts

There should be people available to help new exhibitors & the public and generally promote good public relations. Their names should be printed on the schedules.

Publicity

If a club wants to get a good entry and a good door taking at a cat show, much thought and effort is required.

The entry will be affected by the reputations of the judges used and the value of the trophies offered, the standing of the club and the competition to be expected. An attractive schedule must be widely circulated within and without the State if entries are to be maximised.

It is difficult to achieve a good door taking without a thorough and well thought out publicity campaign or spending money on advertising. The clubs which have been successful have usually employed various 'gimmicks' or been fortunate enough to obtain free support from the local newspapers.

If a club decides NOT to make a special effort, the normal practise is to pay for notices of the show in the Saturday and Sunday papers, perhaps have an article written in the Messenger or local press, display a few posters in the area around the show venue and distribute flyers.

The first consideration is to decide whether to aim at a local public or the whole of Adelaide. Unless newspaper and TV coverage can be obtained, it is better to concentrate on the local population. To obtain newspaper and TV support, a gimmick must be introduced that has general public appeal, e.g., some sort of children's competition embracing cats, cats connected with a popular cause such as the Animal Welfare League, or the support of a well-known personality.

It is in the interests of the cat world to make special efforts from time to time. The number of breeders and kittens for sale is increasing all the time and a wider market is needed to absorb the increase. The show is the Cat Fancy's best shop window.

Taking Down the Show

At the end of the day everyone is tired and wants to get home with their cats. With a little organisation a show of 250 cats can be pulled down and cleaned up in 3/4 hour.

- Ask Exhibitors, over the PA system and by putting up notices, to collapse their cages.
- Try and arrange for about a dozen people to stay and help.
- Have the club trailer parked near the exit door at the close of the show.
- Make advance arrangements for disposing of rubbish and see that brooms, glad bags etc are available if the club is responsible for cleaning the hall.

The Show Account

After the show the Treasurer must bank the money taken at the show and prepare an account of the Income and Expenditure to show the profit/loss made. It is important for the Show Manager to keep a record of any money expended out of cash and retain any bills for the Treasurer.

Financial Planning & the Show Budget

It is normally a worry to a new club whether the show can be made to pay or not. A club can at least break even if it takes the trouble to budget, think ahead and enlist the support of other clubs.

FASA - CAT SHOW MANAGEMENT MANUAL

(REVISED MARCH 2014)

APPENDIX A

NOTES ON SHOW BUDGETS

- Schedules: It is usual to email these, but a few may need to be posted.
- Printing of Catalogues: Usually done by photocopying at such places as Copyfax, Office Works etc.
- Delivery of trailer: arrange through FASA, cost \$200.
- Hall: The cost of hiring the hall and there may be costs involved in paying say, community groups or others to help set up and pull down the show.
- Trophies: The amount spent on trophies and ribbons/rosettes is entirely a committee decision.
- Challenge Certificates, Judges Slips, Disinfectant, Trestle paper: The cost of these is covered by the Show Pack fee payable to FASA.
- Prize Cards: If used.
- Catering: If the committee has enough support to undertake the catering a profit can be made.
- Interstate Judges: These are a major cost item, particularly when air fares are involved. Where possible, Clubs should use flexi fares and other discount provisions. Judges should also be given the choice of accommodation. While many are prepared to stay with Club members, others prefer to stay in motel accommodation.
- Show Dinner: Sometimes a dinner is organized for Judges and club supporters at which the judges are treated.
- Door Taking: Figures will vary for the door taking, it can depend on location publicity etc.
- Raffle: Can make a good profit depending on the raffle prizes, the time it is run for and the exposure.
- Fund Raising: Many clubs raise funds through the year to sponsor the show, eg, selling chocolates, running raffles, social events, etc. Other clubs seek additional commitments from their supporters by way of donations towards the show. Sponsorship need to be solicited to help offset costs incurred by the club.

APPENDIX B

TIMETABLE FOR SHOW PREPARATION

Mid previous year	Club committee decides on show dates for the following year and applies to FASA by April 30. Committee and members look for a suitable venue.
October	FASA confirms show date/dates. Committee meeting to decide policy in regard to judges, trophies and ribbons, catering, fund raising activities.
SD minus 6-12 months	Book venue.
SD minus 3 months	Design schedule. Order rosettes. Start soliciting special trophies, raffle prize etc. Make catering arrangements. Prepare show Budget.
SD minus 7-6 weeks	Circulate schedules, including all judges on FASA panel.
SD minus 4 weeks	Official closing date for entries. Have data base ready. Have publicity write up ready. Have outline plan of show hall ready. Advertise closing date of entries.

FASA - CAT SHOW MANAGEMENT MANUAL
(REVISED MARCH 2014)

SD minus 1 week

Definitely close for all late entries.

SD = SHOW DATE

Suggested format for keeping track of progress:

Cat Show Planning			
Things to Do	Arrangements	Progress	Cost
Appoint Show Manager & Entry Officer			
Set Budget	Entry fees .. Expenditure ..		
Contract Judges			
Book Airfares			
Book Accommodation			
Ordering Rosettes / Prizes			
Book Venue			
Arrange Trailer Tower			
Arrange Judges Transport to the show			
Arrange Kitchen Manager			
Book Vet/s			
Distribute Schedule			
Arrange collection of Product			
Arrange collection of keys codes etc for venue			
Send out reminder for entries			
Order Show Pack			
Sort Breed Awards and arrange any other awards			
Catalogue			
Judges Slips			
Challenges			
Arrange Set-up			
Present show report to Committee			

APPENDIX C

ADDITIONAL ARRANGEMENTS FOR SPECIAL SHOWS

SD minus 20-18 months	Committee meeting to decide policy. Invite overseas Judge/s.
SD minus 15-12 months	Fix venue; Prepare budget and plan publicity.
SD minus 12-9 months	Arrange trophies, sponsorship or any other special help with commercial firms.
SD minus 9-6 months	Circulate publicity "flyers" to interstate, country and Adelaide clubs, notifying date, principle judge, venue and main trophies. Fix overseas judge's travelling and accommodation.
SD minus 8 weeks	Start interesting media in show features and arrange publicity.
SD minus 3 weeks	Start publicity to attract public in media.
SD = SHOW DATE	