

# CULTIVATE WA

THE ROYAL AGRICULTURAL SOCIETY OF WESTERN AUSTRALIA

August 2013 Volume 1



## PASTURES NEW

KEN BASTON'S JOURNEY FROM THE FARM

## LIFE-SAVING PIT STOP

HOW A UTE CAN BOOST MEN'S HEALTH

## EDUCATING SCHOOL CHILDREN

FOOD FOR THOUGHT







# CULTIVATE WA

August 2013 Volume 1

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## EDITOR'S NOTE

Hello and welcome to the first edition of our magazine, Cultivate WA.

We are excited and thrilled with this publication – the first in a series of three a year that will be landing on your desk!

We hope you enjoy reading the articles and news bites connecting the Royal Agricultural Society of WA, Claremont Showground and the IGA Perth Royal Show, with the community.

**Hugh Harding, President**  
The RAS of WA

## CONTACT US

If you would like information about any of the articles please email us at [cultivatewa@ras.org.au](mailto:cultivatewa@ras.org.au).





# NEW LIFE FOR WAICON

## IN A BID TO ENSURE CLAREMONT SHOWGROUND CONTINUES TO INSPIRE AND ENTERTAIN SANDGROPER FOR DECADES TO COME, A PLAN OF ACTION HAS BEEN PUT INTO PLACE...

2012 was a milestone year for the Royal Agricultural Society of Western Australia as the organisation commenced a project which will define its future, provide modern facilities at the IGA Perth Royal Show and create a blueprint for the potential of Claremont Showground.

According to President Hugh Harding, the RAS has identified the need to be more strategic in its approach to the use of the Showground, which has played a key role in this State for more than 100 years.

“We have ageing infrastructure and buildings that are no longer compatible with the range of activities and uses that the community is requiring of one of WA’s most important community assets. This is one area that will be looked at,” he said.

In the first phase of future planning, the RAS sought feedback from a range of stakeholders about what they valued and would like to see incorporated at the 30 hectare site.

Armed with that information, four architectural firms were invited by the RAS to prepare a submission to develop a concept plan. The successful candidate will be appointed in August with a concept plan for the future of Claremont Showground delivered in March.

“The future planning process will ensure the venue continues to play a vital role as Perth matures as a major capital city,” said Mr Harding.

Claremont Showground is visited by close to one million people a year attending the Perth Royal Show and 250 other community and cultural events held at the venue.

It’s little wonder the RAS is committed to preserving

its heritage while creating world class facilities that can effectively accommodate education, commercial and community needs.

“We see education about agriculture as the key to the future of the Showground – this is our core objective.”

And the Royal Agricultural Society’s Strategic Plan 2012-2017, with a leaning toward education and agriculture, is capitalising on the Farm to School program’s popularity – which has seen all ‘spaces’ filled for this year.

The Plan included expanding the program to reach more metropolitan and regional schools and having achieved that objective, bookings for 2014 are now being taken!

## CLOSING THE FARM AND URBAN DIVIDE

**A recent national survey astonishingly has shown that urban West Australians in general, specifically children, have little connection as to where their food is sourced**

In a calculated bid to reverse this alarming fact the Royal Agricultural Society of Western Australia will launch a new Farm 2 Food interactive and educational exhibit at this year’s IGA Perth Royal Show.

With more than 400,000 visitors of which there are 140,000 children and teenagers and some 300,000 adults who spend up to seven hours at the IGA Perth Royal Show, this event is uniquely placed to take full advantage and promote the role of agriculture!

The investment in this initiative has been made possible in large part following the support of the State Government in funding the free entry for children 12 years and under in 2011 and 2012.

The RAS has consulted widely with industry including the Department of Agriculture and Food and has partnered with the Kondinin Group which will supply all educational content.

Farm 2 Food’s main target group will be children aged 4 years to 12 years, along with their parents. The key

messages include where our food comes from, the science of cooking and eating well and how children can actively be involved with growing food, nutrition and food preparation.

Aspects of it will cover the support farmers receive through research, technology and innovation, how the environment is maintained by sustainable farming practices and why agriculture is important to every facet of our lives to provide for our ever increasing population.

Activities for children include daily cooking classes, milling wheat into flour, dough making, a vegetable dig, the sorting of food into different food groups and bread and pie making demonstrations.

Educational topics include fruit and vegetable production, grain production, eggs and red meat. Adults are catered for in this rich ‘menu’ – by way of cooking demonstrations.

Food for thought!

## MUSIC FESTIVALS RETURN ECONOMIC BENEFIT

**Music festivals at Claremont Showground provide significant economic benefits and create jobs for West Australians in the arts, hospitality and tourism industries**

These music festivals yield about \$16.2 million annually for the WA economy, according to a recent report by PRACYS.

The Showground attracts national and international acclaimed artists and each large event with an audience of about 35,000 will generate an estimated \$5.2 million in economic activity while smaller music events generate approximately \$3 million.

Not only that, it is the only venue in Perth that has the infrastructure to support such large crowds in a safe manner. It is the one location in WA to have a train station on site, which not only reduces traffic congestion but also goes a long way to containing anti-social behaviour, and it has proven to be an invaluable annual asset to patrons State-wide.

Soundwave, the third and final music festival held this year at Claremont Showground, proved to be a resounding success in more ways than one, attracting 50,000 enthusiasts to the sell-out event which boasted a stellar line-up that included top band Metallica.

The concert, which followed on from the Stereosonic (November 2012) and the (January 2013) Big Day Out events, received a thumbs-up from WA Police - providing positive feedback to behaviour and crowd control.

The RAS, the Town of Claremont and the event promoter worked together to implement a joint traffic management plan that was successfully rolled out at each event.

Following surveys carried out by the RAS and the Town of Claremont, it was determined the majority of local residents support the concerts held at Claremont Showground.



# REAPING REWARDS

***“I think agriculture is entering an exciting phase. We have built up relationships with Asia, our neighbours, we have never had before”***

## WITH AN INDOMITABLE ATTITUDE A BARELY 20-YEAR-OLD TOOK ON THE CHALLENGE OF A PASTORAL STATION. YEARS LATER, ITS SUCCESS PAVED THE WAY FOR A MOVE INTO THE POLITICAL ARENA

**F**ast reactions, a quick wit, determination, hard work and a passion for the land are all behind the success of Ken Baston, one of WA's most affable politicians.

A man whose early life was determined by the peaks and troughs of farming, as the member of the Western Australian Legislative Council representing the Mining and Pastoral Region he is spearheading an equally challenging portfolio.

It is a responsibility he feels he is well placed to meet. Not surprising when you consider this is a man with leadership in his blood – his family background includes merchant shipping, hotels and farming organisations within the mid west Gasgoyne, and a grandfather who was the first mayor of Carnarvon.

Mr Baston's early years were spent on the family sheep station, north-west of Carnarvon.

For himself and his two brothers “it was an idyllic childhood,” he recalls. And one he replicated for his own three sons.

“I was home schooled by correspondence, not School of the Air,” he says.

“In those times the lessons, of which there were 21 sets to complete in a year, were sent off for marking in Perth. It was a six week wait before they came back.”

At 11 he was sent to board at Christ Church Grammar to complete his education.

“I went back to the property for holidays which were only three times a year,” he laments. However, that was more than his father enjoyed in his day.

“It was once a year, at Christmas, as my father had to travel home by ship in those times!”

Armed with an education, family values and life on the land ingrained in his DNA, this young man's future as a politician was shaping up.

Following the sale of the family farm to an American company for a salt mine, Mr Baston looked for new opportunities.

At the age of 20, with a determination to prove to himself he could achieve whatever he set out to, he took up an offer to manage the 180,000 acre Ella Valla sheep station, 90kms south of Carnarvon.

Within a couple of years Mr Baston had bought Ella Valla, having borrowed the money to make it his own, and it wasn't too long before the banks had recovered their debt!

“The wool market had taken off and I was able to pay the loan off within two years.”

The young manager showed his mettle when staff became lax. “I had four people working for me – all older than myself. They didn't listen and after three

months I sacked the lot. They hit the road and I had 13,000 to 14,000 sheep to look after.”

Unfazed, he ‘hit the ground running’ and coped with the workload until additional contractors were hired.

On the move from manager to owner of the station, Mr Baston says: “I guess it was scary but it was adrenaline pumping.

“I was always going to be my own boss.”

Not one to rest on his laurels, he continued to make astute decisions and major improvements, ensuring a successful 34-year career in agriculture.

“When I first moved to Ella Valla it took six weeks to get the sheep in for shearing. We used horses and sheep dogs until we switched to motorbikes in the late 1970s, which cut down the time.”

Dividing paddocks, installing additional fencing and introducing 80kms of laneways, all contributed to containing flocks for an easier ‘passage’ to the shearing yards.

The 13 windmills that had been flattened during a cyclone in 1970 were replaced, and more added.

Mr Baston also mustered feral goats for meat and for export along with the wool.

Keen to give those in regional areas a voice, he became involved with the local shire and agricultural organisations.

This included being Deputy President of the Shire of Carnarvon, chair of the Gascoyne Branch of the Pastoralists and Graziers Association and leading a WA Farmers Federation district committee. All this whetted Mr Baston's appetite for politics.

He was first elected to the WA Government in 2005, operating from an office in Broome.

With a workload that demanded constant attention, a tough decision had to be made – a year later, after spending more than three decades building its financial viability, Ella Valla was sold.

Leasing it was not an option. “I didn't have the confidence they would run it as well,” Mr Baston says.

One thing he does have is self-assurance in his ability, and a commitment to use his ministerial role to increase marketing opportunities that are lying within the export markets for WA produce.

“I think agriculture is entering an exciting phase,” he says with conviction.

“We have built up relationships with Asia, our neighbours, that we have never had before. My role is to try and steer agriculture in that direction.

“There is a sustainable and prosperous future for our State's agricultural sector, as well as for the communities they support.”



# CAKE CRUSADER

**YOU ARE LIKELY TO SEE A GREAT DEAL MORE OF THIS INNOVATIVE CAKE CREATOR IN THE MEDIA - FOR KAYLEE MITCHISON IS ONE OF THE IGA PERTH ROYAL SHOW CAMPAIGN HEROES - THOSE WHO EPITOMISE THE EVENT**

**D**etermination, an artistic bent and the will to be different is the back story to one incredibly talented young woman who is stamping her unique style of cake sculpting onto the events calendar.

And, according to this 27-year-old cake artist, her originality and inspiration has, in part, been gleaned from the clay creations of Hollywood filmmaker/ animator Tim Burton, famous for films including The Nightmare Before Christmas.

"I love his quirkiness and am inspired by his work," says Kaylee, who applies it to her own edible artistry. Indeed, it is her natural flair for originality that sees Kaylee turn any celebration be it corporate events, weddings, engagements, birthdays, christenings and even competitions into a festival of delight with tasty creations virtually impossible to emulate.

Her love of baking is due, says Kaylee, to some extent to her grandmother who is still cooking and baking professionally in her seventh decade, and loving it.

"Baking has always been my forte," admits this softy spoken and petite woman whose appearance belies the 'Princess' image, even though her office is decorated in artistic 'girly' tones and pretty pink.

"Aside from her influence, cooking was always my favourite at school and I took advantage of the

vocational hospitality courses," says Kaylee who, having lived the length and breadth of Australia until her teens, has a down-to-earth approach to life that she attributes to her colourful upbringing.

"I was an Army brat," she explains. "With a soldier father we moved every year, changing schools. As a kid I didn't like it but I now realise it has given me life skills."

That attitude has served her well.

"I had always wanted to bake cakes with awesome decorations. Because cake decorating is not a trade, I was told I would have to do a patisserie course so I went to TAFE.

During her stint at college, Kaylee was offered an apprenticeship with one of Perth's top patisserie icons - Jean Claude in Subiaco.

"I was 17 years old when I started with Jean Claude who commands and demands perfection and quite rightly so," says Kaylee, who is also a stickler for perfection.

"And I earned more as a checkout chick than with my apprenticeship," recalls Kaylee who, at that time, made \$5.10 per hour for a 16 hour shift.

With an unwavering focus Kaylee decided to forfeit her training in favour of branching out to make wedding cakes. "The first one I made I learned from a recipe book I picked up from an op shop," she says.

It wasn't long before Kaylee went to work for a couple of local cake making businesses.

Realising there was room in the market for her sculptures of art, Kaylee decided to break away and establish her own business.

Operating from premises in Zeta Crescent, O'Connor, Kaylee has been providing her amazing cakes for Perthites who wish to "have something very different."

For the past two years Kaylee has been baking for more than 500 clients and like her cakes, the orders are on the rise.

Put away any preconceived idea of 'ordinary' as Kaylee only works with the 'exaggerated extraordinary' - she will gladly sketch an image for clients, and use her imagination but avoid the pitfall of asking to "look through her cake book" - you will be met with an incredulous stare as she doesn't have one!

"I hate doing the same work every day and I would lose my sparkle, the love for my work and the excitement I get from making and sculpting them, so I try to steer clients away from the norm - I just don't make the norm," she says.



And why would she - when her clients can have the most amazing and one-off designs.

It is not only those with a penchant for something different that approach this artist - Foxtel's famed Cake Boss, at a Perth convention last year, asked Kaylee to teach her decorative airbrushing technique classes during his visit.

Airbrushing cakes is an art in itself and one that Kaylee decided to teach herself!

"It was all trial and error, heartache and tears as airbrushing is a temperamental art, but I achieved it," says Kaylee.

And her skill was noticed by one of this country's most influential and stylish cake makers - Faye Cahill whose wedding cakes are featured in glossy magazines.

Having seen Kaylee's style she asked her to teach a class at her outlet in Sydney.

These days, Kaylee is classed as one of Australia's leading experts in airbrushing techniques, typically following her own unique and realistic style.

In between her busy schedule Kaylee enters competitions such as the IGA Perth Royal Show creative cooking section.

"I started entering the competitions in 2007 and have continued to do so each year." It is a competition Kaylee excels at - winning entries include a Munster wedding cake, a Zombie wedding cake and last year's entry - a fantasy type of mushroom with googly eyes all in pink!

"It is pretty with the pink, but also a statement," she says, adding "I like to do things that push and challenge my skills as an artist and love to see the expression on the faces when others look at my cakes."

"Each year I have to step up and this year's exhibit for the class - All the World Wants a Wedding - will be 'edgy'..." Guaranteed!

As with any art - it comes at a cost. Cakes range from \$300 up to \$1,000 and there is no shortage of orders.



# A LUNCH TO... *Remember*

**THE SIX-FIGURE SUM RAISED AT THE RECENT 10TH ANNIVERSARY CELEBRATION OF THE WOMEN'S LONG TABLE LUNCH AT CLAREMONT SHOWGROUND HIGHLIGHTS THE ONGOING SUPPORT OF THE RAS FOR BREAST CANCER CARE WA**

Each year the celebratory Long Table Lunch is held in memory of one woman who has lost her life to the disease that does not discriminate.

One man who was at the lunch has good reason to be involved with this popular fundraising event. Martin Molony, CEO of the Royal Agricultural Society, knows only too well the journey that lies ahead when cancer strikes. It was the memory of his wife Debbie that inspired him to be instrumental in moving the event from Fremantle to Claremont.

"This is the eighth year the Long Table Lunch has been held at the Showground," says Mr Molony who, having attended the events at the original Fremantle site, realised the Showground would entice so many more supporters to the Celebration.

"At that time, the event was capable of only sitting up to 300 attendees in marquees," he says.

"There is the capacity at the Showground for marquees to be set up on the arena with enough tables to accommodate more than 700 diners. All catering and infrastructure is donated by WA businesses toward the cause."

And add to the coffers the event did – to the tune of more than \$300,000 bringing the amount raised over the past 10 years to in excess of 1 million dollars.

When you consider the venue's facilities donated to the event

is worth \$25,000 it is easy to see how the 'custodians' of the Showground, the Royal Agricultural Society of WA, gives back to the community.

"This year's Lunch was a sell-out," confirms Mr Molony with a smile.

"The RAS is committed to supporting the community and this is one of many ways we can do so."

With the added experience of losing his wife to breast cancer, Mr Molony takes heart in the fact the Lunch provokes such an amazing response from the public.

"My wife Debbie was diagnosed with breast cancer at the age of 42, in 1993. A few days later she underwent a radical mastectomy followed by a six month regime of chemotherapy and five years of taking the drug Tamoxifen, to treat breast cancer."

A devoted family man Mr Molony followed his wife's positive disposition and, together with their three children Anthea, then 21, Kate 19 and Paul, 14, the pair set out to get the most out of life.

In 2000 Debbie was given more devastating news having developed bone and lung cancer.

"She now faced a different challenge – one that Debbie again, took in her stride."

"Determined not to let this disease beat her, she insisted we cram as much as we could into

our lives; holidaying, watching our three children marry and welcoming two grandchildren into the world," says Mr Molony.

The final crushing blow was delivered in April 2003. The cancer had further progressed and brain tumours and Leptomenigeal disease were now evident.

Less than four months later Debbie died.

"Over the 32 years of our marriage at that time, Debbie and I had crammed our lives with exciting family times. Debbie determined this disease would not impede us and we packed so many enjoyable experiences into our lives," he says.

The memories left with this husband motivated him to start writing a book about the effects on families and friends when someone you love is diagnosed with cancer.

The Molonys' battle with the disease also led this CEO on a 'mission' to ensure Breast Cancer Care WA would continue to attract a high number of guests to the annual Long Table Lunch and, in return, increase funds for this worthwhile cause.

"It's also another worthwhile opportunity for the RAS to 'give back to the community' – one of the many ways in which the organisation consistently achieves," adds Mr Molony.

**Left:** Martin Molony with Ros Worthington, founder of Breast Cancer Care WA, at this year's Long Table Lunch



**WE WOULD NEED MORE THAN A FEW BRUSHSTROKES TO PAINT A PICTURE OF SOUTH FREMANTLE ARTIST AND RAS FORMER ART COORDINATOR TERESA ROCCHI, WHOSE ENERGY CAN ONLY BE DESCRIBED AS 'HIGH-OCTANE'. GETTING THIS COMMUNITY-SPIRITED FORMER FARMER'S WIFE TO STOP FOR A FRACTION OF A SECOND IS AKIN TO HAVING IDLE HANDS**

Teresa's input to the Royal Agricultural Society's art exhibitions and the prestigious Agricultural Hall of Fame is well known and has been part of her life for many years.

"The rich diversity of talented artists in WA is wonderful and widespread," says Teresa who, since being introduced to the RAS Agricultural Art Awards and the Agricultural Hall of Fame, has made it her mission to recruit an ever increasing number of creative spirits for the art exhibitions, and the crème de la crème of artists to paint the pioneering legends of the Agricultural Hall of Fame portraits.

"The Hall of Fame is a marvellous initiative," says Teresa. "It showcases those who have made significant contributions to Western Australia and our wealth of artists encapsulates the essence of these wonderful visionaries.

"It is also a tribute to the RAS that they have housed the portraits of these 'legends' in a perfect setting – the David Buttfield House."

Teresa's influence as a valued committee member of the Agricultural Art Awards and Chief Steward of the Open Art Exhibition led to country dwellers with a bent towards art being given the opportunity to take part in art workshops.

Having spearheaded and participated in 17 'Show Me' art workshops for a year in the early noughties, Teresa did not need to search for talented and professional artists for help in getting this project off the ground.

"It was an instant success," says Teresa. "These workshops proved to be not only of great value to country people with an interest in art but a way for them to gain prized access to inspiration and valued tuition."

Interestingly enough Teresa maintains although she always harboured an ambition to be an artist, she initially "couldn't even draw a stick figure!"

That in itself presented a challenge to this mother of two and grandmother of four who has had her foot hard down on the accelerator of life.

Counteracting this self-imposed point of view was her drive to prove she could achieve a dream.

"I had always harboured an ambition to paint but was always involved in other projects and never seemed to have the time, so I put it on the backburner."

Until, that is, she enrolled for one night a week at a local TAFE for an Art preliminary certificate culminating in a Certificate IV in Fine Art.

"I did achieve this," says Teresa, "only it did take 10 years!"

Not surprising when you realise this busy woman with an Order of Australia Award to her credit, has spent a lifetime working, raising a family and devoting time to WA communities. Nomination for the OAM covered three areas of service:

Contribution to tourism and promotion of WA for the town of Pinjarra; service to conservation; heritage and the environment in the City of Fremantle and for her valid role with the RAS of WA.

Not content with farming the land, working at the couple's leased service station and driving a school bus, Teresa served on committees, taught Home Economics at Pinjarra Senior High School and dressmaking at TAFE.

As President of the Murray Tourist Centre and an executive committee member of the

South West Regional Tourist Association the Peel Advisory Committee and the South West Heritage Task Force, Teresa also became a tour guide with Alcoa of Australia.

This powerhouse of applied intent was awarded 'Citizen of the Year' and a Shield by the Murray Shire Council and the Western Australian Tourism Shield for her contribution within the Murray Shires and the South West region.

Following the death of her husband Bill, Teresa sold the Pinjarra farm and moved to South Fremantle where she continued to support the community.

Her first entre into the port city's community service included being involved with the Florence Park Community Garden and the community arts project depicting 40 painted pavements featuring a bush tucker trail between the Park and a local community centre.

An avid gardener, Teresa has been a committee member of the Fremantle Hospital Therapeutic Garden, is a committee member of the Fremantle Society, and a member of the South Fremantle Precinct with her artistic endeavours extending to the RAS; satisfying her passion for art within the world of agriculture.

Is there no end to this woman's talents? Well, no, not really. Teresa's art extends to her garden which has been featured in the West Australian's Habitat lift out and featured on the Gardening Australia TV program as well as the magazine by ABC green fingers guru and ABC host, Josh Byrne.

No wonder she is labelled a star in her own right by the Royal Agricultural Society of WA.

# PAINTING A LIFE IN THE FAST LANE



# IT'S GOOD TO TALK

**Asking a mate if he's doing okay could save a life, says the Working with Warriors group, which aims to boost the health and wellbeing of men in regional areas. Former RAS Rural Community Achiever Julian Krieg, who was instrumental in getting the program off the ground, gives an insight into this important initiative**

They may be quite vocal - but then - they need to be. Working with Warriors is part of the Regional Men's Health initiative formed to raise awareness of men's wellbeing.

Since the introduction in 2002 of this not for profit organisation - a Royalties for Regions funded project based in Northam and serving regional WA - 10,000 men a year regularly access the service. Other agencies are now implementing changes to their programs.

"We are making important changes to men's health and wellbeing," says the original team member and mentor, Julian Krieg.

According to Mr Krieg, men in rural and remote Australia suffer higher rates of chronic disease, injury and suicide than men in the major cities.

"Our philosophy is to get to the root causes of difficulties men face. If we can stop them becoming distressed that is a better thing than trying to pick up the pieces after it has all blown up. Our foray into this area has been one of influence."

A hard-hitting man who has been at the coal face of the way men handle 'fragile' situations, Mr Krieg points out it doesn't matter whether it is a farmer, banker or truck driver, the principles are the same.

"Men tend to hold it all together for a fear of showing vulnerability.

"Initially, the whole program started because of farmers and the difficulties they faced. The high rate of suicide of men in the bush needed to be addressed."

With an empathic attitude and a steel will to find solutions to the

increasing problems, Mr Krieg snatched at the opportunity to head this initiative.

The timing was perfect. Having had hobby farms throughout his life, being a member of the Royal Agricultural Society of WA for more than two decades, and director of government-run agricultural education for a number of years Mr Krieg's connection with life on the land was cemented.

"Doctors from the Central Wheatbelt Division of General Practice approached me to develop programs in a bid to reduce suicidal behaviour. This followed funding by the Federal Government for this proposal. From this the Wheatbelt Men's Health (Inc) evolved.

With a catch phrase "Talk to a Mate", he knew the male population would take notice.

A slogan won't 'cut it' for the whole initiative though so this forward thinking male took a slightly different approach.

"As cars are quite significant, particularly for blokes who are in the mining and farming areas, it was decided we'd use a ute."

The relevance of that make of vehicle came to light with the introduction of the Pit Stop program!

This aspect of the program has been well received. Each part of the body is referred to as pit stop station, from the chassis relating to hip to waist ratio, to shock absorbers equalling coping skills, and everything in between!

One of the numerous and positive aspects of this wellness initiative is that it encourages men to

understand the fundamental importance of taking responsibility for their own health and wellbeing.

Citing the well-known genetic differences between males and females when it comes to communicating, Mr Krieg understands that: "A man doesn't know how to express how he feels; only knowing he feels 'crappy' - often the solution to his problem makes sense when he is articulating it with another person.

The randomness of thoughts is put into sequence and that is the way forward; some step towards a solution to the problem."

Mr Krieg points out the obvious - men need to be able to trust in a confidante, be that a friend or a support person such as those who 'man' (no pun intended) the program.

And the initiative is working - well.

"A lot more people are feeling more empowered to be more active with their health."

Part of the reason for this is the educational push - "treating the root cause, not the symptoms," he says.

"We don't preach to men or tell them what to do. We give information that will help them to look at, and address their issues. And, we only go where we are invited.

"This includes field days, footy wind-ups, wherever men get together and meet. We don't organise any gigs, the communities organise it for us - from show committees, footy clubs, Rotaries... you name it, and we will go to it if asked knowing there will be bums on seats. That has been our success."

Mr Krieg says topics are requested and the three Community Educators as well as a 'resilient support' person (the latter is there to help men build their own resilience to whatever problem they are facing) go wherever they are needed.

"We structure topics around key talks - health and wellbeing, spiritual, mental and health issues. Communication styles - the difference between men and women. Having the guts to actually ask a bloke how he really is, and developing skills to talk about suicide. Young men and risk taking. Choices about alcohol and drugs."

Insisting the program is not at all 'heavy' - and while some aspects of it are obviously dealt with in a serious manner, Mr Krieg says there is a "fair bit of humour" injected into the talks.

He also has written a book titled: *We are all in it, it's only the depth that varies. Stories about Men's business to help lift the lid.* Malcolm McCusker, AO QC, Governor of Western Australia, penned the foreword.

"Each chapter is only a page long. There is also a hole punched at the top corner of the book; the idea being this can hang on the back of a toilet door so men can read it in the little room!"

With a long standing affiliation with the land and those who work alongside or with it, a full calendar of events and meetings to attend to, this presenter stepped back from the initiative earlier this year.

"I haven't walked away from it, I still do mentoring and some talks."

Mr Krieg prefers to leave more of the 'nuts and bolts' to the younger educator.

And little wonder for this son of a farmer, husband, father of three, grandfather of nine chairs the Rural Financial counseling Service of WA at York, is on the board of Keystart, President for the Men's Health Forum, contracted to deliver talks on Men's health within the mining industry and delivers talks to farmers around the country.

While he is not so 'hands-on' these days, one thing is - the Regional Men's health initiative which strives to improve men's health and wellbeing by raising awareness and helping communities to respond to men and their families in crisis. Perhaps it is best summed up by the man himself.


"The expression 'We are all in it, it's only the depth that varies' is often used to refer to the challenges or troubles that we experience in our lives. The implication is that life is similar to living in a septic tank, all pretty messy and it stinks! Some of life is like that but, I think for most people, there are also very positive experiences which balance the smelly rotten stuff!

"And to help shift the 'smelly rotten stuff' to one side and leave it there is an organisation steered by men - for men. Because - they know how!"

## WANT FURTHER INFORMATION?

[www.regionalmenshealth.com.au](http://www.regionalmenshealth.com.au)  
[menshealth@agric.wa.gov.au](mailto:menshealth@agric.wa.gov.au)  
 Or call 9690 2277





*“One class of older students went to the library and took out agricultural books to learn more”*



# SOWING THE SEEDS OF FARMING

## THE RAS, WITH ITS QUEST TO ENGAGE, EDUCATE AND ENTERTAIN THE COMMUNITY, RECENTLY HAILED ITS EDUCATIONAL PROGRAM A ROARING SUCCESS

The program with its content – taking the farm to the city – is aimed at primary schoolchildren throughout WA.

Having ‘rolled it out’ initially to more than 10,000 youngsters at 25 metropolitan and four regional schools the program, which is headed by Farmer Damian Foley with his flock of farm animals, will by the end of this year reach 35,000 children in 85 schools State wide.

Free to schools, the program features interactive sessions – all curriculum linked. It was introduced in response to national research that showed children were often in the dark about the origin of food their families buy at local supermarkets.

On the menu for students is a feast of facts relating to fruit, dairy, fish, grains, olive oil, vegetables and meat products grown and available in WA.

Mr Hugh Harding, President of the RAS, believes one of the biggest benefits to the schools is influencing the children’s buying decisions in the future.

“It will make them realise the product that we have here in WA is clean, green and healthy,” says Mr Harding.

A respected children’s entertainer was commissioned to create a play exploring the theme of technology in farming. The students are given an insight into the sophisticated equipment now used at many farming operations including satellite navigation, GPS tracking and remote-control operated machinery.

“Combined with leading agricultural practices, it is little wonder Western Australian farmers are among the most advanced and efficient in the world, producing quality food,” adds Mr Harding.

As well as the Farm to School program the RAS, along with other national agriculture societies, is funding the Primary Industry Education Foundation to develop education resources for teachers as part of the Foundation’s commitment to include agriculture on the national curriculum.





## EXPLOSIVE HIGHLIGHTS OF THE 2013 IGA PERTH ROYAL SHOW

**With only weeks to go until the 2013 IGA Perth Royal Show, the final preparations are underway at Claremont Showground to host 400,000 people, 10,000 animals, 600 small businesses, 100 entertainers and 70 mini computer stations of fireworks for eight days of competition and celebration**

The RAS expects to receive about 15,000 entries into the 40 Show competitions which underpin the event that started out as a humble Annual Fair and Cattle Show in Guildford in 1834. Each year the RAS invests \$3 million dollars coordinating competitions that define excellence across agriculture, lifestyle and the arts.

All entertainment and key attractions are free with this year's headline act Oz Rocketman blasting off skywards in his jet pack every lunchtime and evening for a 30 second high speed and high altitude thrill ride across the Peters Drumstick Main Arena. Another highlight is the return of Horse Power; a fully choreographed act featuring 20 horses and riders as well as free running herd of cattle.

Young families will enjoy Sesame Street's Elmo and Friends with Lady Baa Baa as well as Peppa Pig and

his brother George. Catching them on tour will cost big bucks but see them for free at the Show! The RAS spends almost \$1 million on Show entertainment including the highly anticipated nightly IGA Fireworks Spectacular showcasing WA.

With free attractions filled with animals, food and agricultural experiences the Show aims to be entertaining and engaging while at the same time providing a unique educational experience.

According to RAS president Hugh Harding, everyone who visits the Show has the opportunity to discover the importance of agriculture to our lives.

"We learn where our food comes from, how it's grown, its quality, how to cook it and appreciate the people who produce it," he said.



## FUNDING FOR MUSIC HITS A HIGH NOTE

**HUGH HARDING, THE ROYAL AGRICULTURAL SOCIETY OF WA'S PRESIDENT, MAY HAVE BEEN TONE DEAF WHEN HE ATTEMPTED TO PLAY A MUSICAL INSTRUMENT WITH THE ORGANISATION'S ELITE BRASS BAND, BUT HE HIT THE RIGHT NOTE WHEN HE ANNOUNCED THE CONTINUATION OF THE ENSEMBLE'S SPONSORSHIP**

"The RAS fully supports this professional band, which enthral audiences with their music at the IGA Perth Royal show each year," says Mr Harding.

"By sponsoring these elite musicians it also enables them to spread their musical talent, Australia-wide. We have no qualms of sharing them with our eastern cousins," he quips.

"And we are thrilled to have given the band a permanent home by donating the use of the Ellie Eaton Theatre for their regular rehearsals."

Having financially supported the RAS WA elite band's coffers since 2009, news The Royal Agricultural Society will be

providing an additional three years of sponsorship as well as premises for the band to rehearse, was more than welcomed by the musicians.

"Getting a 'new home' for the band is something we have wanted to do for a long time and the continuing sponsorship by the Royal Agricultural Society is something every band member fully appreciates," says Stuart Bennion, Tuba player and President of the RASWA Brass Band.

"It will alleviate the financial pressure as it really is very difficult for a band such as this to function without sponsorship at this level - as an 'A' grade band in Australia," he adds.

"The band competes in one national event in the eastern states and one WA-based competition a year," explains Mr Bennion.

"And in terms of the band competing at the national level interstate, the expenditure is really quite high. Sponsorship helps to fund the flights, transfers and accommodation.

"But the individual musicians fund their own living expenses such as the additional luggage cost for their instruments and food.

"This news is 'music to our ears'," he adds.





## THE ROYAL AGRICULTURAL SOCIETY OF WA SUPPORTING OUR COMMUNITY

### *That's the spirit!*

Each year the RAS invests more than \$3 million to coordinate a range of competitions that define excellence in agricultural industries, celebrate the arts and support recreational and cultural activities.

Find out more at [raswa.org.au](https://raswa.org.au)

