



## ▶ DEANE ALLEN

*When international insurance company Latevo – (crop income protection for grain growers), planted itself in the eastern states several months ago, the intention was to take root in the WA market.*

For that to happen the organisation needed someone with a considerable agricultural background to head an office in Bunbury – Deane fitted the bill.

An opportunity he felt he couldn't miss saw Deane leave his former employment with Landmark as account manager of stud stock WA and auctioneer of stud sheep – Merino and cattle sales, for Landmark - and moved.

A task that does not daunt this RAS councillor, husband, father and grandfather who says he honed his skills by self-improvement and management training courses throughout his 45 years within the agricultural industry.

Indeed Deane is a well known and respected figure having spent a good many years living and working in many country towns – in the Wheatbelt, the south west of WA and a couple of years in Darwin.

Ag shows, committees and community events took up a fair amount of this busy man's time and duties over the years.

These include serving on committees including the Bruce Rock Community Recreation committee, Wagin Centre steering committee, Wagin Woolorama and been involved with the trade cattle judging at that particular show as well as a foundation member of the GWN allbreeds Heifer Show set up in 1995 as well as the SW football league and community policing Bunbury WA committee.

And if that doesn't make you wonder how he fits it all in – Deane is a licensed sales rep for rural real

estate and is also happy to be the auctioneer for a large number of community charity events.

In between all of this admirable voluntary work, Deane became an RAS cattle committee member from 1995 to 1999 including chief steward of the cattle section for a three year stint, a councillor from 2000 to 2007 within the cattle, fresh food, apiary and small animal farm before taking the reins as councillor of the RAS Northern Territory for the Darwin Royal Show and a member of the Board of Management for the 2009 – 2010 strategic planning committee for the NT agricultural show.

Currently, Deane's role within the RAS council involves the national young judge championships, a committee member of the rural achiever and rural ambassador.

Deane is looking forward to the changing face of the RAS believing diversification to safeguard the RAS income stream to be the way to go.

"I think there is a huge opportunity to make the Showground the rural hub for a variety of agricultural organisations and industries and even short stay accommodation for overseas visitors."

"This type of diversification is one I would like to see investigated further."

When Deane is not heavily involved within the world of agriculture he can be found following the grey nomad trail – taking trips away in his caravan along with his wife to tour Australia.