

Bruce Cameron – South Australia

What is your background in the industry?

Started out in the mid-eighties as a Stock Salesman for Elders Katherine. After my time in Katherine, I moved to SA as regional Finance manager for Elders Rural Bank working the pastoral areas of SA and NT. In 2006 moved to work for Sterling Buntine who owned a number pastoral properties throughout the Kimberley/Barkley Tableland/Alice Springs/Blackall and King Island. From here I went on to manage Elders Roseworthy north of Adelaide and am now the northern cattle co-ordinator for Elders.

How does AuctionsPlus fit into your business?

My involvement with AuctionsPlus goes well back to the mid- eighties when as a stock salesman at Elders Katherine, we used to buy cattle from WA on the Govt Telex machine. We moved to the NELCM (New England Livestock Computer Marketing) system which then lead into the old CALM. In Katherine, initially we worked extensively with the Govt TB destock cattle and we would regularly offer 1500-3,000 cattle on behalf of the NT Govt. From here I was part of our Forward Live Export CALM sales in the early to mid- nineties whereby we would offer 2,000-3,000 cattle in one sale from Rosewood/ Inverway /Riveren /Ucharonidge /Hayfield stations in the NT. In the later nineties, we had great success with annual CALM breeder sales with high grade Brahman heifers being marketed from Beebe and Dyer families with their breeding stock being purchased by buyers from all states of Australia.

The AuctionsPlus system has developed in recent times to be a very important part of a livestock salesman toolkit. It doesn't suit every cattle producer but for those it does, it can be an effective/alternative marketing solution for their cattle. The key is advanced planning with your vendor, strong accurate assessments, a good marketing plan, not just "list and hope" and most importantly provide good delivery.

I very much enjoy the system and the challenges of offering stock from all over the state. I very proud as a fourth-generation employee with Elders servicing clientele throughout the state.

Where do you believe you excel as an Assessor?

Over time it is important that you have a good rapport with buyers so they have the confidence to become repeat purchasers of your stock. The enjoyable part of the system has been the ability to open and expose stock to buyers outside our normal contact area.