

## Kelvin Donnan – Victoria

### **What is your background in the industry?**

Life in the livestock industry began in the early 1990's under the tutelage of Peter Mudge at Landmark Swan Hill. Peter was a great Livestock assessor and one of CALM's leading assessors and adopters of objective marketing at that time. My role was a roaming livestock assessor in Swan Hill, covering Swan Hill, Balranald and Hay. I gained enormous experience and exposure in the industry.

I continued working in the industry throughout South East SA and then Southern Victoria before settling into Landmark Ararat for the past 15 years.

### **How does AuctionsPlus fit into your business?**

I am committed to objective marketing in all its forms and this is where AuctionsPlus fits into my style of marketing. It has strengthened my relationship with clients and purchasers over many years.

I also use AuctionsPlus as a key marketing tool for my overall business. It helps my client maintain control their livestock marketing and helps me, as an agent, to gain the best possible outcome thanks the national audience it gives us access to.

### **Where do you believe you excel as an Assessor?**

I gained my Level 1 accreditation as a 22 year old. At the time I was the youngest stock agent in the industry to obtain my Level 1 sheep assessor status.

I remain committed and will continue to campaign to maintain the integrity (accuracy) of assessment entry and promote AuctionsPlus as my key platform for marketing livestock through western Victoria.

### **People you would like to thank?**

I would like to sincerely thank all my Landmark Ararat clients who put trust in me to market their livestock to gain the best possible outcome.

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