

Phillip Brazendale – Tasmania

What is your background in the industry?

I have worked in the livestock industry as an Auctioneer for 47 years and have used AuctionsPlus since it's inauguration.

How does AuctionsPlus fit into your business?

I believe AuctionsPlus is the most effective and transparent way producers can offer their stock to the largest audience whilst staying in control of the price.

Buyers have more information about the stock than any other form of marketing.

Most of my clients use AuctionsPlus and will continue to do so. I have one client who is now a third-generation user and will not change.

Where do you believe you excel as an Assessor?

As an assessor, I can give a producer a minimum price they will receive immediately after the assessment.

What are your hobbies outside of work?

My hobbies include fishing, photography and exploring global meat markets.
