



2018 Superior Selections Scholarship Application

18-20 APRIL 2018

Open for all intermediate and senior participants aged 15-23 years of age as at 01/04/18

Name: _____

Age: _____

Competitor Number: _____

Please outline any prior or current experience in the sheep industry?

(inc. school, TAFE or formal training, shows and commercial experiences, licenses held etc.)

Future or Planned experience in the sheep industry relating to marketing?



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Aspirations in the sheep industry? What do you hope to achieve?

How experience on this scholarship would help you achieve this?

'Superior Selections' includes marketing, advertising design & placement, editorial writing activities, catalogue compilation, publishing, photography and livestock services.

Which aspects of the enterprise would you like most exposure to, if any?

Please return to the 'Registration Desk' by 9:00am Friday, 20 April 2018

By submitting this application, you agree that if selected you agree to the following conditions and as the recipient you will provide a written report on your experience prior to the 2019 Expo

- The scholarship is to be applied for with the winner assessed on the merit of their application, plus the feedback from group leaders and results in any marketing assignments.
- The winner will receive extensive tuition from Superior Selections principals on topic areas covered by their Public Relations/Marketing Business, plus the opportunity to gain actual work experience for up to a fortnight (in a block or segments to be negotiated with the sponsor).
- This may involve travel to interstate or other regions of SA and/or could include a major show.
- Any accommodation, travel, meals etc while directly undertaking this work experience will be covered by Superior Selections. Travel to and from the starting points will be the responsibility of the successful applicant.
- Submit a written report on your experience prior to the 2019 Expo

A bit about Superior Selections

www.superiorselections.com.au

Superior Selections is a Public Relations and Marketing business run by Ian and Wendy Turner, specialising in livestock seedstock marketing and is based at Mt Barker, SA. Superior Selections provides specialised services to clients that include marketing, advertising, editorial writing, publishing, design, catalogue compilation and photography, plus livestock services such as classing and genetic selections.

The business has been operating since July 2003 (nearly 15 years) with approximately 40 contracted clients in four states of Australia, while other contracted and casual work has been provided to over 150 businesses and organisations during that period, covering all mainland states and New Zealand.

Specialist editorial contributions have been made to numerous publications and journals and online sites during that time, while two books and approximately 70 journals have been produced print ready for various organisations.

Co-principal Ian Turner has a lifetime of experience in livestock production, over 45 years in marketing and over 25 years in publishing. Wendy Turner has specialised in the creative design and accounting sides of the business.