

# **BEST WESTERN**

## **Mallee Classic Internationale**

### **“Australia’s Premier One Loft Event”**

#### **EVENT BRIEF**

The Mallee Classic commenced as a one loft race, in 1998 in the small Mallee township of Sea Lake, where it received an Australia Day award for “Community Event of the Year” in 2000, however due to the relative remoteness it was decided to relocate to the Ballarat area so as to become more accessible to the many interstate and international entrants who wish to attend on race day. The event has each year supported charities and enlisted celebrities such as Sarah Jane, Internet model extraordinaire and others.

When the race started it was, at first, met with some scepticism, due to the change from the conventional style of pigeon racing, it’s amazing how with change comes progress. The Mallee Classic is now; not only the premier one loft race in Australia and gaining entries nationally, but also the format and ideas are now being copied in other countries such as Thailand and New Zealand.

Our aim has been to set the pace in taking, not only our race, but also pigeon racing in general to new heights. We realise that due to quarantine and financial restrictions we are limited to how we source entries (Internationally), but regardless the race has grown to the extent that in the next race, in September 2007, there will be in excess of three hundred, plus a similar amount of spare birds. The race is not a localised event with entries coming from every state and territory of Australia but also locally bred birds representing Japan, the United Kingdom, Canada and Thailand to name a few.

This year the race again carries a first prize choice of \$10,000 cash or a \$14,000 OFF ROAD ‘Deluxe Camper Trailer’ from Ozzie Campers. The ACE Champion Bird of the series held over the two lead up races and the Classic will receive a four-night accommodation package from our major sponsor, Best Western Hotels (to be used at any Best Western Property Australia wide). The remaining individual state and territory ACE bird winners (excluding the overall winner) will also receive a two night accommodation package thanks again to Best Western Hotel Group. **TOTAL CASH AND PRIZES FOR THE 2005 CLASSIC SERIES ARE NOW IN EXCESS OF \$20,000.00.**

We, the Mallee Classic have set new standards in sponsorship and profiling of pigeon racing, but we are also determined not to rest on our laurels and are already in negotiations with a number of high profile organisations so as to lift the race to greater heights this year. The Best Western Mallee Classic in line with its ongoing commitment to charity is investigating a number of options so as to enable us, the pigeon fraternity, to aid those who for whatever reason are less fortunate than ourselves.

**WE’RE NOT STANDING STILL; WE’RE NOT EVEN MARKING TIME. WE, THE MALLEE CLASSIC, ARE MOVING FORWARD AND IN THE PROCESS TAKING PIGEON RACING AND ITS PROFILE WITH US. INNOVATIONS**

Since its commencement, the Mallee Classic has been willing to pioneer new ideas. A list of the various initiatives are available of the web site, [www.malleeclassic.com](http://www.malleeclassic.com) some of the more recent introductions are the Goldfields Federation which races the pigeons and not the loft. In other words, any member can clock and take as many prizes as they are eligible to win in a similar fashion to the UK. Also we have introduced pigeon trainers. How often we hear the cry WE CAN'T GET NEW MEMBERS, PIGEON RACING IS ON THE DECLINE. Having this in mind the Goldfields Federation has instigated a system whereupon any breeder can place a pigeon with a nominated trainer, similar to racehorses or greyhounds and that trainer can clock the birds in order of arrival on behalf of the various owners. The owner gets the fed position and acknowledgement for his/her breeding program and the trainer the credit for his/her individual ability to train a bird. All birds are clocked into the one system whether it is electronic or manual. A lot of people are lost to the sport due to commitments both family and work and this is a way to maintain not only their interest but also continued participation.

This is just a summary, if you really want to know what the Classic is about the web site, [www.malleeclassic.com](http://www.malleeclassic.com) has heaps of newsletters, photos, and loft reports, not to mention direct links to our various sponsors as well as reputable pigeon links both locally and international.

**TIMES ARE CHANGING AND LET US IN THE PIGEON WORLD DO THE SAME.**

If you have any questions regarding the race, or queries in general give either myself Duncan MacGregor (Event Promotions) 0421 168 344 or Barry Trewin, (Event Manager) 0417 362 712 a ring. We don't know all the answers but we'll give it our best shot to find out about those we don't.