

SQUARE MEATERS UNIFORM PROPOSAL

During the Annual General Meeting of the Square Meaters Cattle Association of Australia held during the Canberra Royal Show, there was considerable discussion about the merits of changing the breed's official show ring uniform. Christine Wade, representing the uniform subcommittee, presented the case for replacing the current blue jacket with a vest.. Material and colour samples, along with a number of vest styles, were presented as part of the discussion. A show of hands highlighted overwhelming support for the vest option.

The Board of Directors is keen to progress this matter and is seeking the input of members. The Board has already approved the introduction of blue jeans as part of the official uniform.

At the basis of the case presented by the uniform subcommittee, is that while the jacket is only ever worn for the purposes of showing – and is then immediately removed - a stylish vest could be worn by everyone associated with the breed as they watched the judging, attended field days or functions and sales.

Another pressing reason for the change over from jacket to vest is the fact that the jacket is now out of production. In the future it will be difficult, if not impossible, to source the current jacket.

Of the styles of vest exhibited, there was overwhelming support for a zippered vest with strong references to a Drizabone, was favoured by those present. With the addition of the silver embroidered Square Meaters logo, it is expected this vest will cost \$70 and will be able to be ordered direct from the Australian manufacturer. An initial run of 50 garments will be manufactured and after that, garments will be made to order.

Two colours options were shortlisted – royal blue and steel grey. Both options would have the other colour as a lining so that there will be a contrast edge showing when the vest is unzipped around the collar. The board is now seeking your opinion of which colour should be adopted

The Pros and Cons of Royal Blue

Pros

- Royal Blue and silver have been the breed's official colours since the Association was formed.
- It is a bright welcoming colour
- It will make Square Meaters exhibitors and supporters stand out in the crowd.
- The silver embroidered logo will stand out on the Royal Blue vest

Cons

- Critics pointed out a blue vest over a blue shirt and worn with blue jeans could not only be a blue overload, but depending on the blue colour of the jeans and shirt worn with the vest, the blues may clash.
- Royal blue is already worn by the Shorthorn breed and we may well be confused with them.



The Pros and Cons of Steel Grey

Pros

- The Steel Grey reflects the colours of the cattle we breed
- Steel grey is stylish and can be worn by many at many different, varied locations and events
- The Steel grey will contrast when worn over the Association's standard blue shirt, thereby creating a smart, stylish, corporate but rural look
- Steel grey will not show up cow slobber and stains as readily as the Royal Blue

Cons

- Critics argued Steel Grey is a dull lifeless and far from uplifting colour



What do you think?

Again the subcommittee would like to reinforce the message, that if we get this right, we will have a uniform that can be worn with pride by all members and supporters. This benefits the Association and its members (you), but also guarantees the continuing supply of the vest. We would really like to get this right so we are providing you with a garment that represents the pride we have in our Association and our cattle and thereby ourselves.

The images included here show mock ups of the preferred vest in the Royal Blue and Steel Grey options. The embroidered silver logo will be placed on the upper left side.

Which do you prefer”?

Please contact the office by email, squaremeaters@bigpond.com or by phone, 02 9834 4322 by March the 18th to tell us which colour vest should become our new show ring and corporate uniform.

Thank you for your input and on going support.