

DSSA Presentation

September 2024



AuctionPlus

Zoe Macfarlan

Audience at a glance



\$2.7 BILLION+
ANNUAL LIVESTOCK
TRANSACTIONS



6,100+
ACTIVE BIDDERS
PER MONTH



266,000
AVERAGE MONTHLY
UNIQUE VISITORS



4.2million+
SHEEP AND LAMB THROUGHPUT



716k+
TOTAL CATTLE
THROUGHPUT

Insights

266K

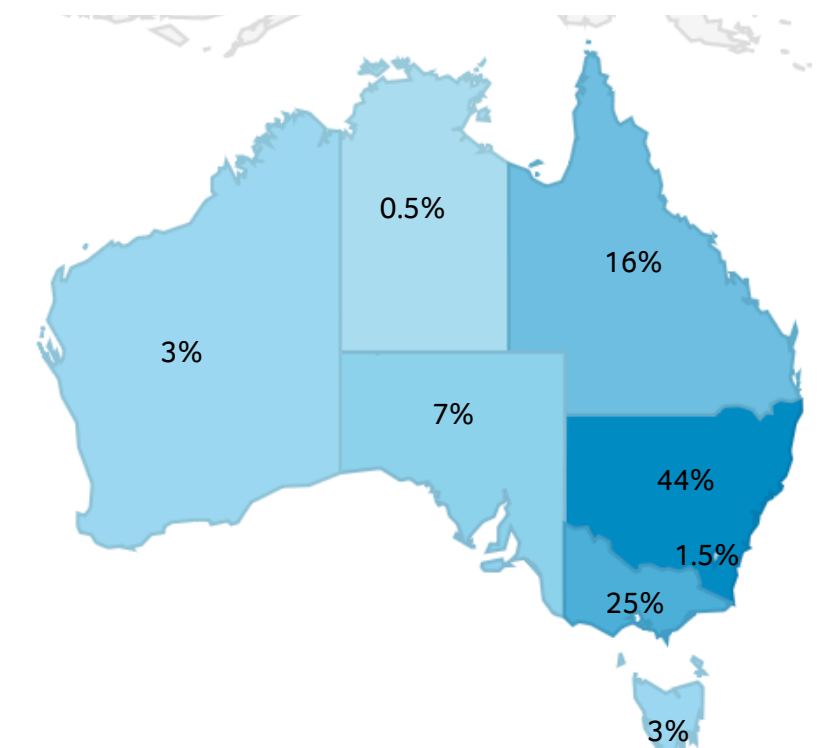
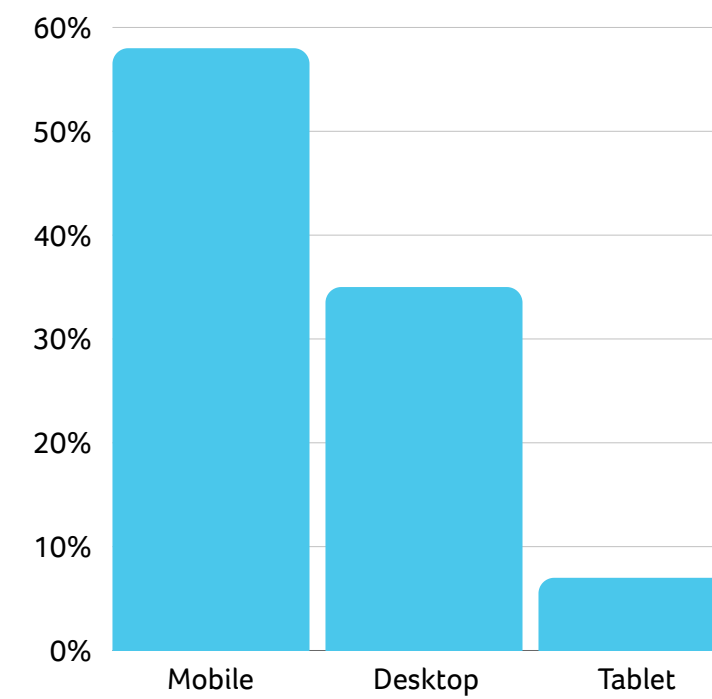
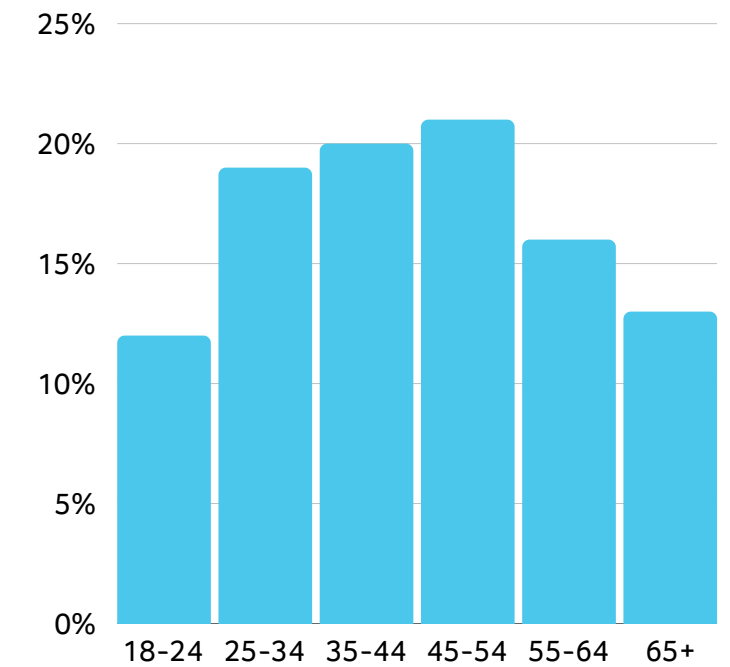
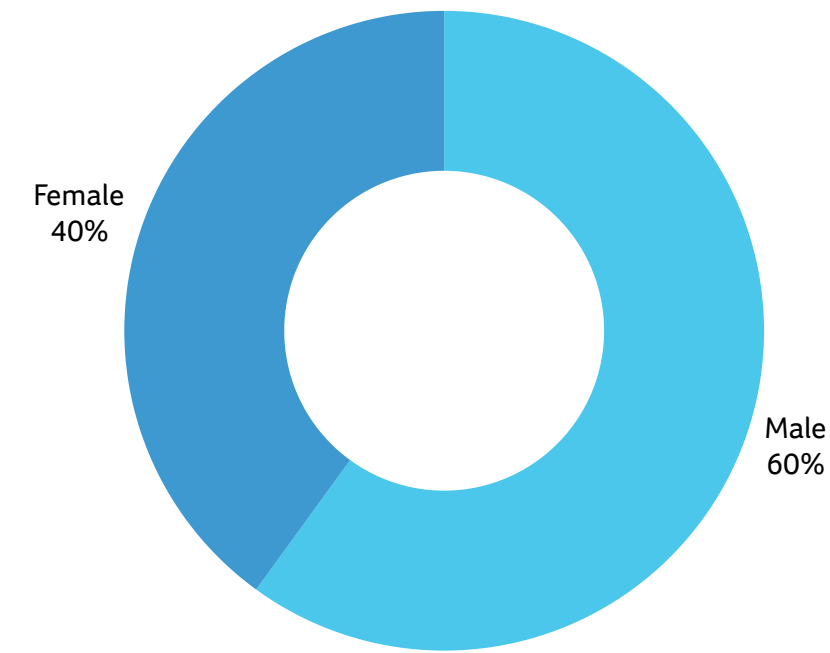
Avg Monthly Unique Browsers

4.3M

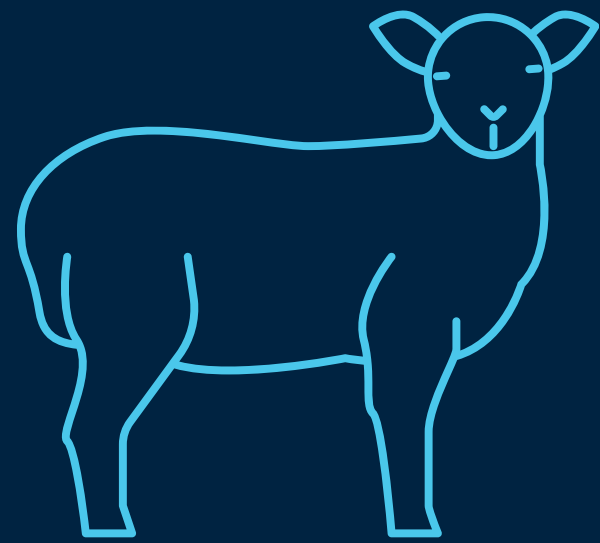
Ave Monthly Pageviews

6:37

Average Dwell Time

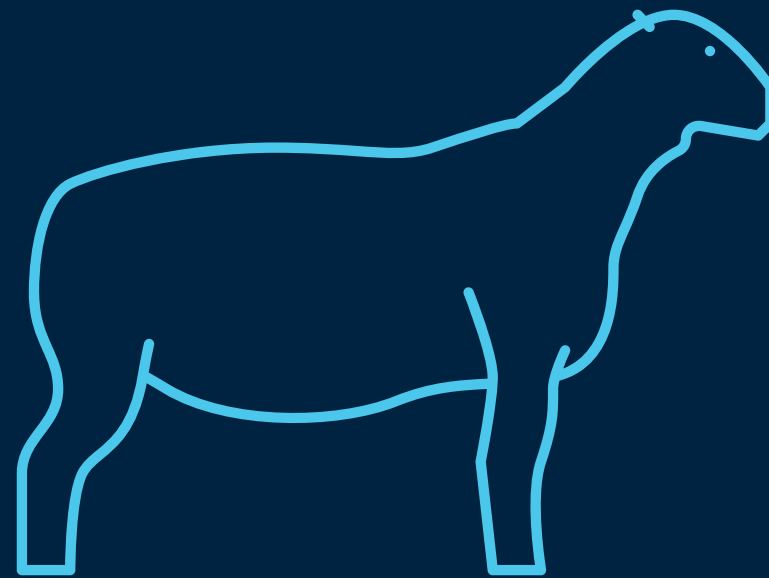


Sheep Audience



11,566

AVERAGE LAMB
CATALOGUE VIEWS



12,801

AVERAGE SHEEP
CATALOGUE VIEWS



849

TOTAL SHEEP & LAMB LOTS
PURCHASED MONTHLY

How can you make the most out of your listings?

- Quality presentation
- Booking your stud sale early

AuctionsPlus

Livestock Machinery Property Wool

Price Discovery News Auctions Results

Welcome, Zoe

Buy Sold News

Dorper

Dorper

Dorper Embryo - Sheep

Dorper Ewe Hoggets & Lambs

Dorper Ewe Suckers

20°C

Wind 26 km/h Gust 35 km/h 1hr Rain 0 mm Cloud 30%

Showing for Dubbo, NSW 2830

Machinery Latest News Trade Now

View all 603 auctions

DSSA NATIONAL DORPER AND WHITE DORPER RAM AND EWE SALE

1 day, 1 hour 49 minutes

Info Lots

Overview

Auction No.	Category	Auction Type	Total
NO. 357	Sheep	SEQ	74 lots

Auction Location: DUBBO NSW 2830

Auction Start: Fri, 06 September 2024 11:00 AM (SYD, NSW) AEST
WA 9:00 AM - NT 10:30 AM - QLD 11:00 AM - SA 10:30 AM

Contact

Sara Winn
DSSA

John Gettree
NUTRIEN AG SOLUTIONS
DUBBO

Media

DORPER SHEEP SOCIETY OF AUSTRALIA INC.

Terms & Conditions

Vendor Details

How can you make the most out of your listings?

- Understanding the market & buyer needs
- Leveraging marketing tools

The screenshot shows the search filters for Sheep listings. The top navigation bar includes 'Price Discovery', 'News', 'Auctions', and 'Results'. The main search area has tabs for 'Cattle', 'Sheep', and 'Machinery', with 'Sheep' selected. Below the tabs are several filter sections: 'Distance (Km Radius)*' with a dropdown for 'Town or postcode' and a '+ 100 km' button; 'State' and 'Category/Sex*' dropdowns; 'Breed' and 'Pregnancy Status' dropdowns; 'Weight' and 'Age' dropdowns; and 'Number Of Head' dropdown. A blue 'View Price' button is at the bottom.



NEW

Featured Lots

Put your best lot in a spotlight!

'Featured Lots' is a new product development that is now offered to all stud clients as part of their advertising package.

Clients can nominate a lot/lots to be featured in the Featured Lots carousel which will appear on multiple high traffic locations across the AuctionsPlus website.

Featuring your lot/lots can give it more prominence and visibility among potential buyers, ultimately delivering more potential bidders to your auction.

The screenshot shows a laptop displaying the AuctionsPlus website. The 'Featured Lots' section is highlighted, showing a carousel of various livestock listings with images and brief descriptions.

In-house Journalists



Natasha Lobban
Content Manager



Alex McLaughlin
Junior Journalist

Flag any unique stories or big milestone events with us as we are always on the lookout for potential stories or additional promotion for clients

Contact the team:

Natasha - nlobban@auctionsplus.com.au

Alex - amclaughlin@auctionsplus.com.au

AuctionsPlus Listing Fees 2024

Sheep/Goats

- Rams/bucks: \$10
- All other sheep/goats:
 - 1-1,250 head: \$1.10 per head
 - 1,251 - 2,250 head: \$1.00 per head
 - 2,251-3,250 head: \$0.90 per head
 - 3,251+ head: \$0.85 per head
- Genetics:
 - Semen straws: \$1.50 per straw
 - Embryos: \$7.00 per embryo

Weekly Auctions

Tuesday:

- National lamb sale
- National sheep sale
- Stud & genetics sale

Thursday:

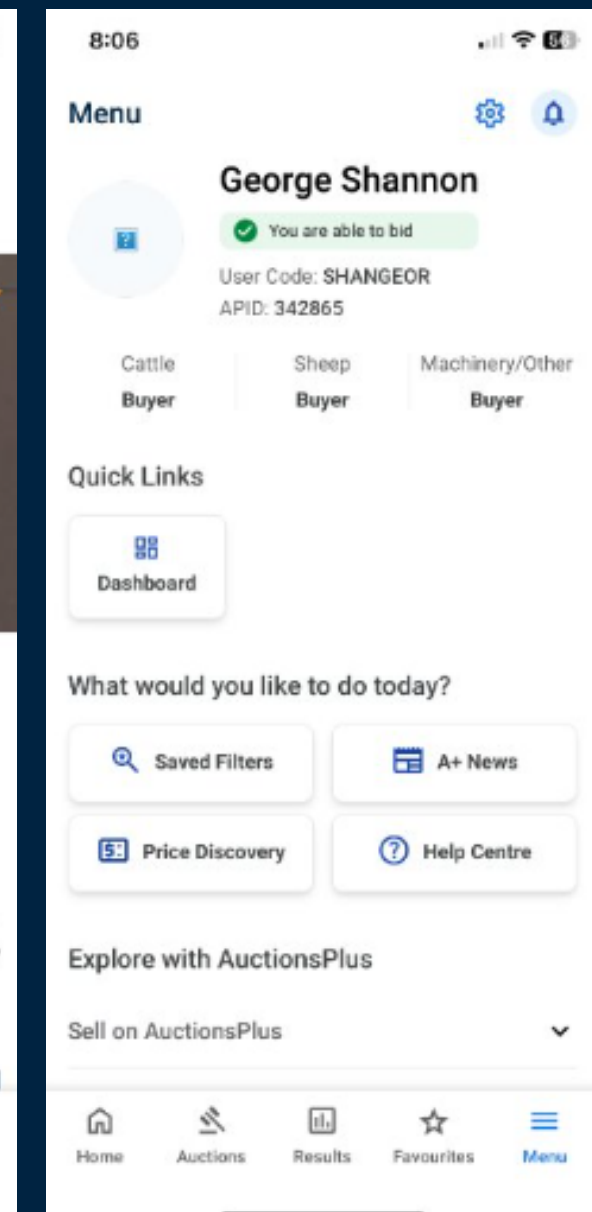
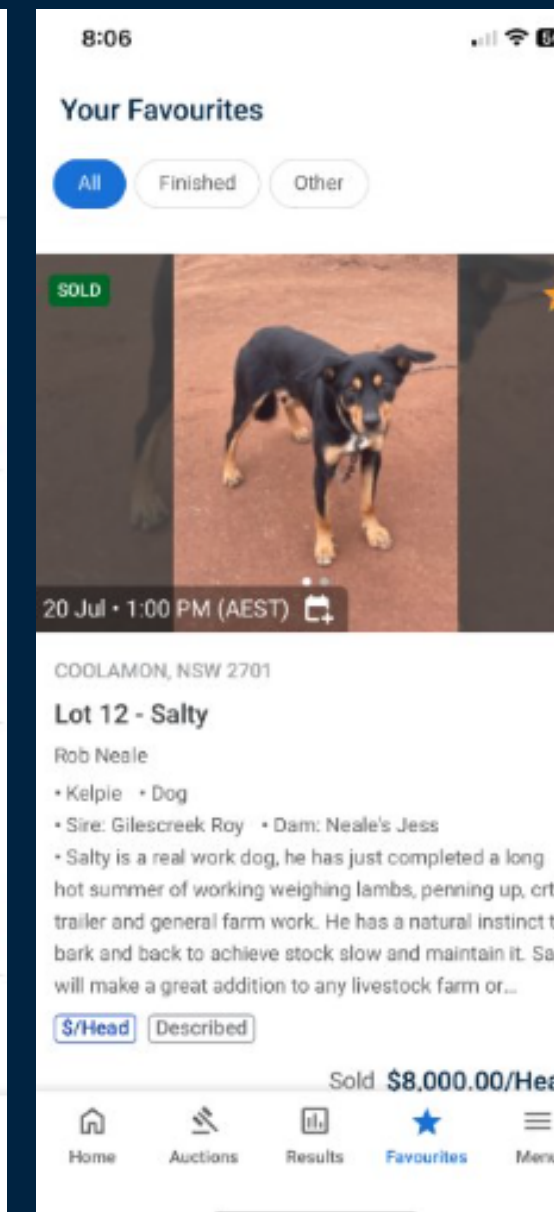
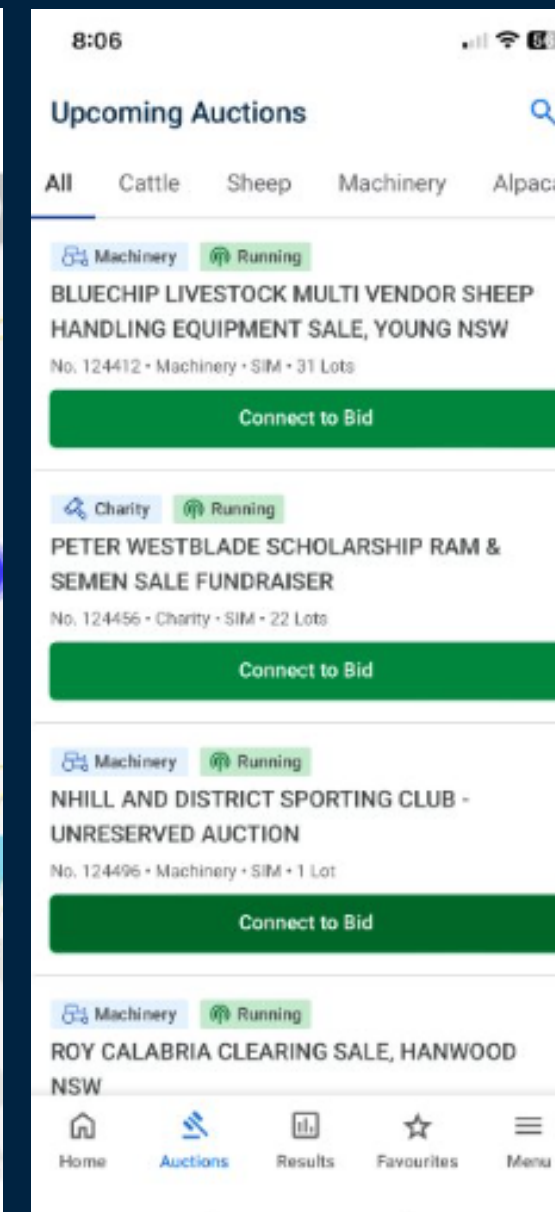
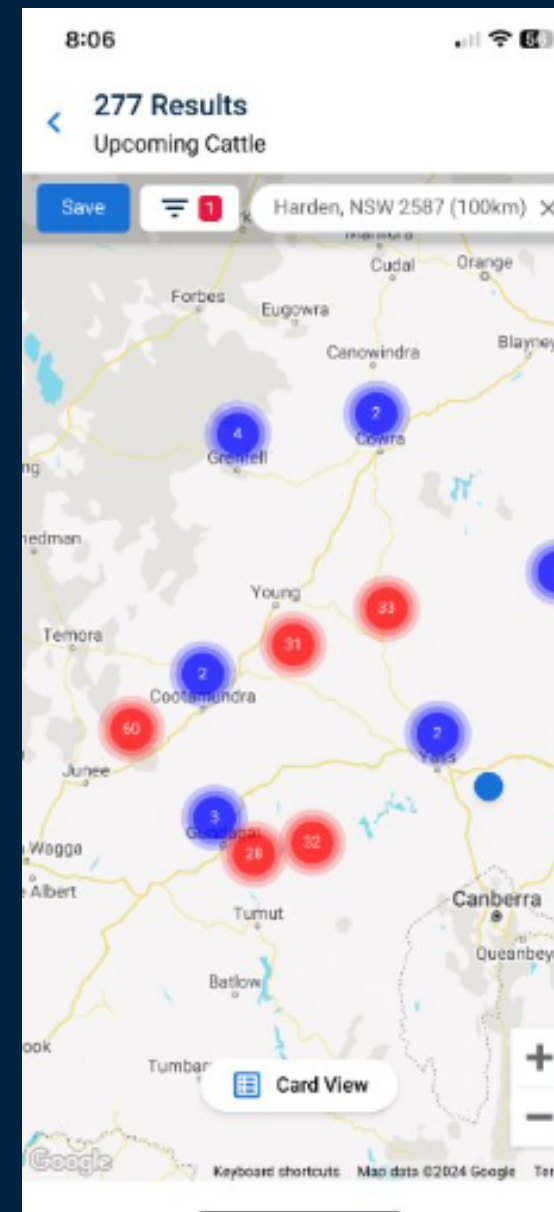
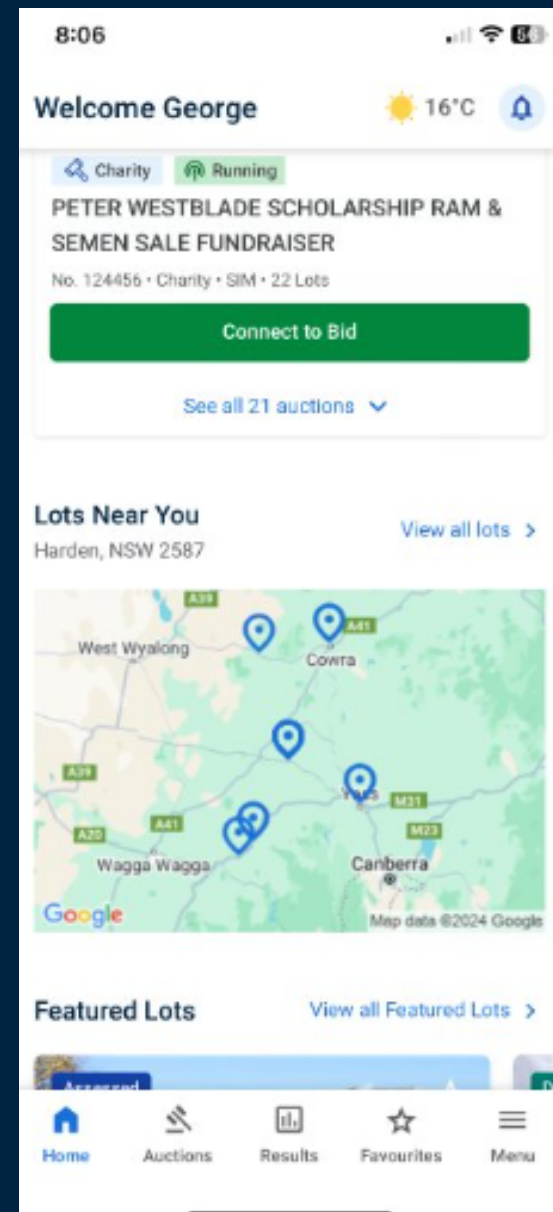
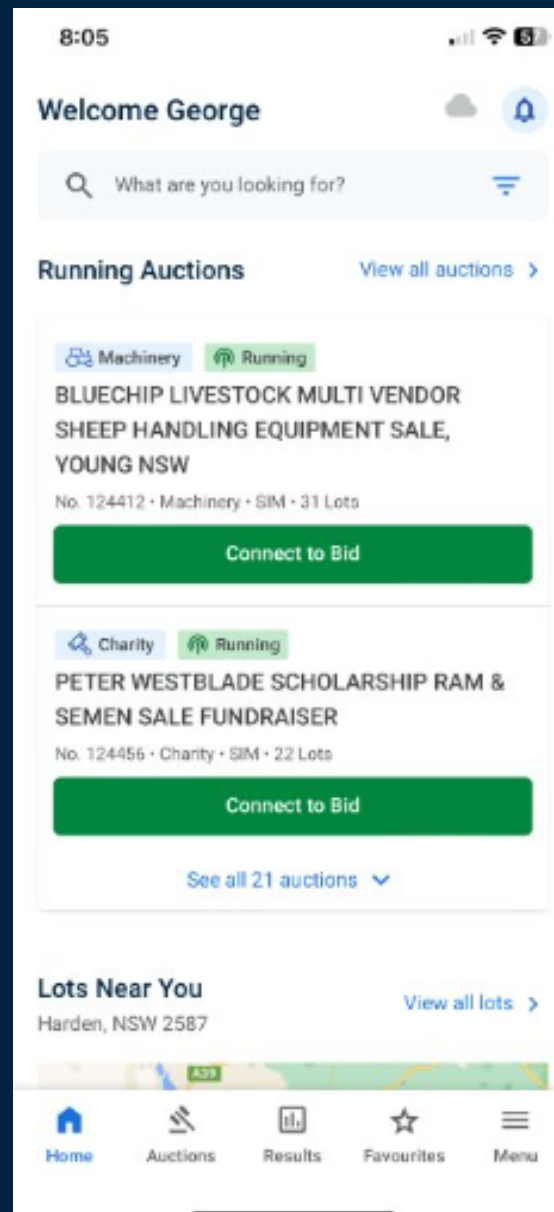
- National sheep & lamb sale

Stock not sold in a scheduled auction may be reoffered in a subsequent auction without additional charge

AuctionsPlus App

Coming Soon!

- Persistent log in
- Location services
- Notifications
- Dashboard



Product Development



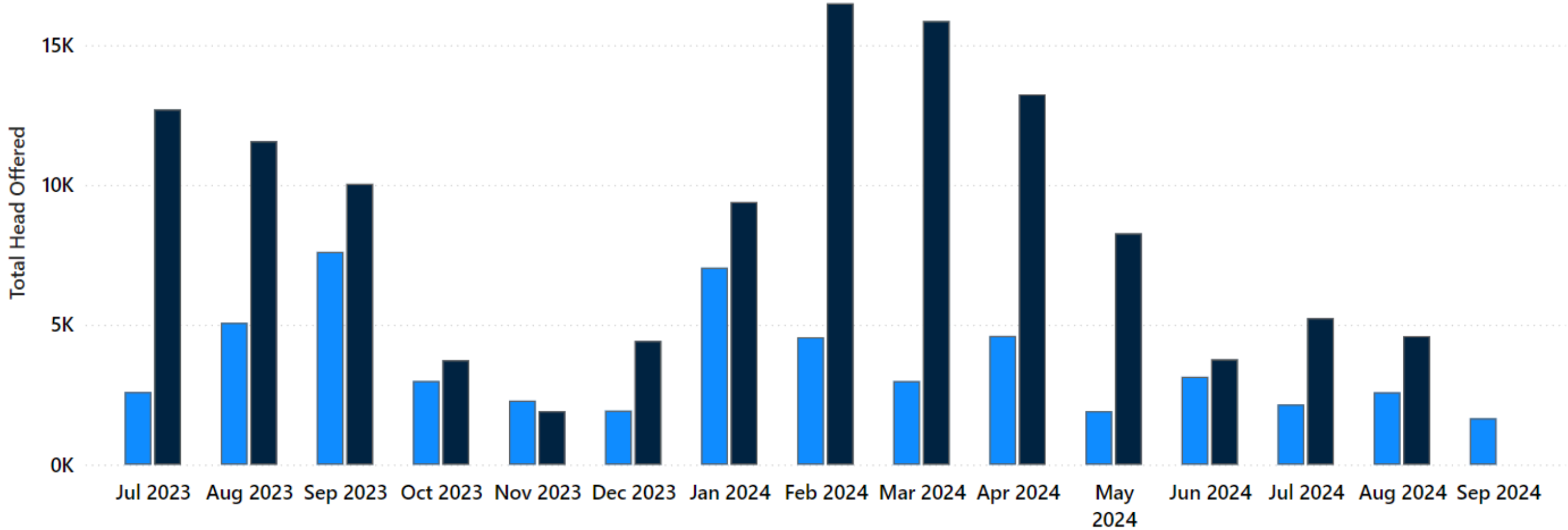
Ken Salan
CTO

- Weekly Dev releases
- Contribution & discussion
- Our network are our business partners

Dorper & Dorper Cross Listings

AuctionsPlus Dorper Cross/Dorper Pure Listings

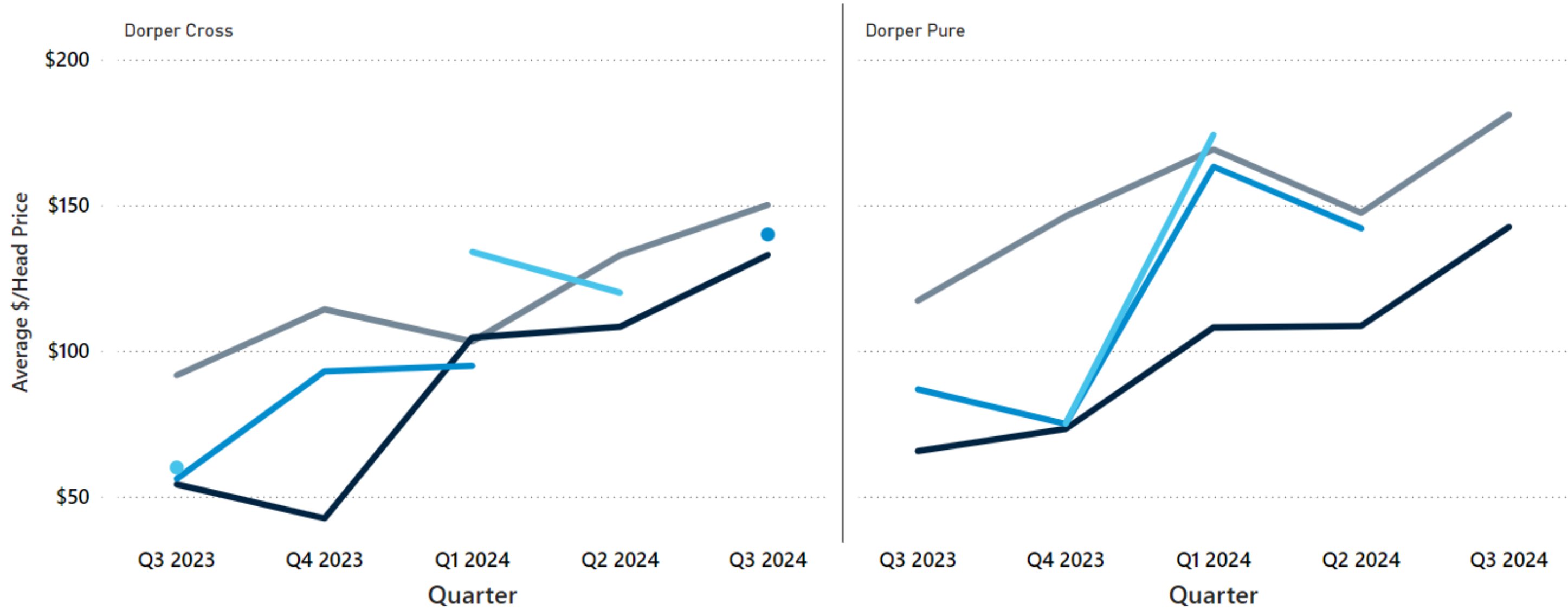
Breed ● Dorper Cross ● Dorper Pure



Dorper & Dorper Cross Pricing

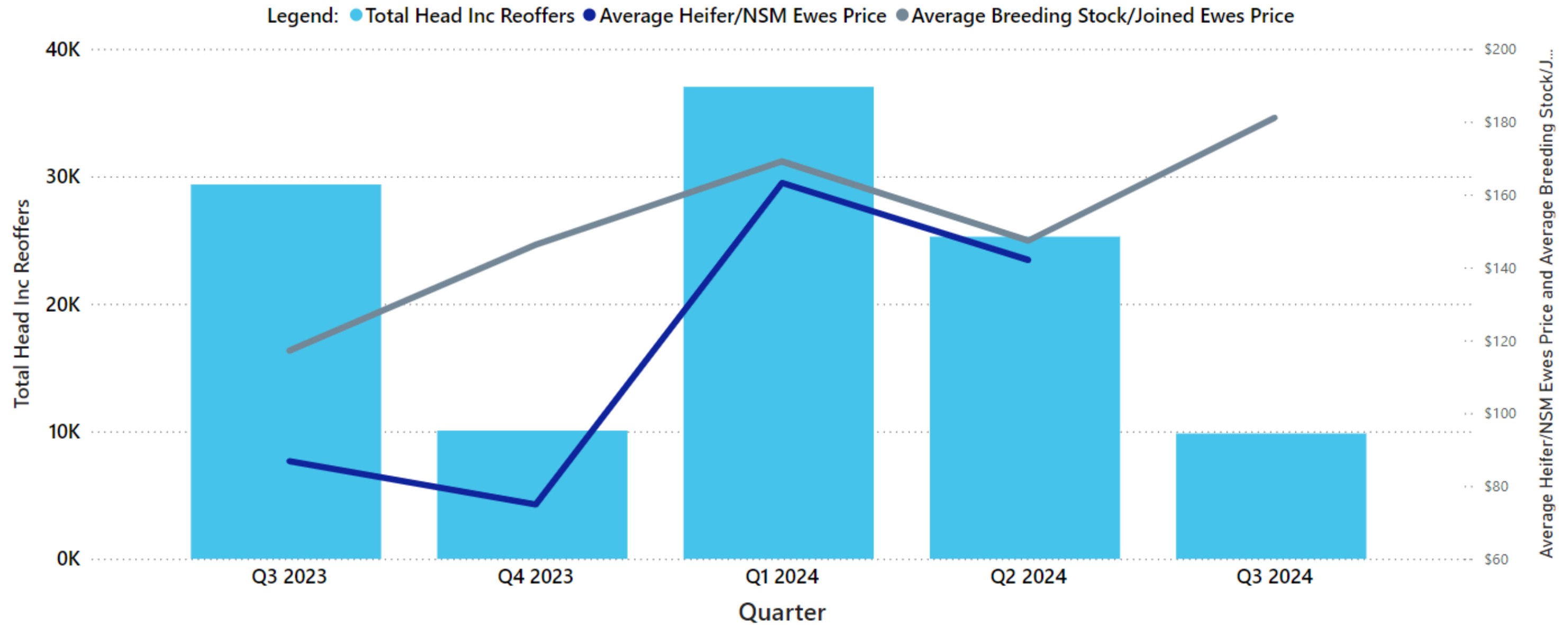
Breed Combination Pricing

Legend: ● Joined Ewes ● Lambs ● NSM Ewes ● Sheep

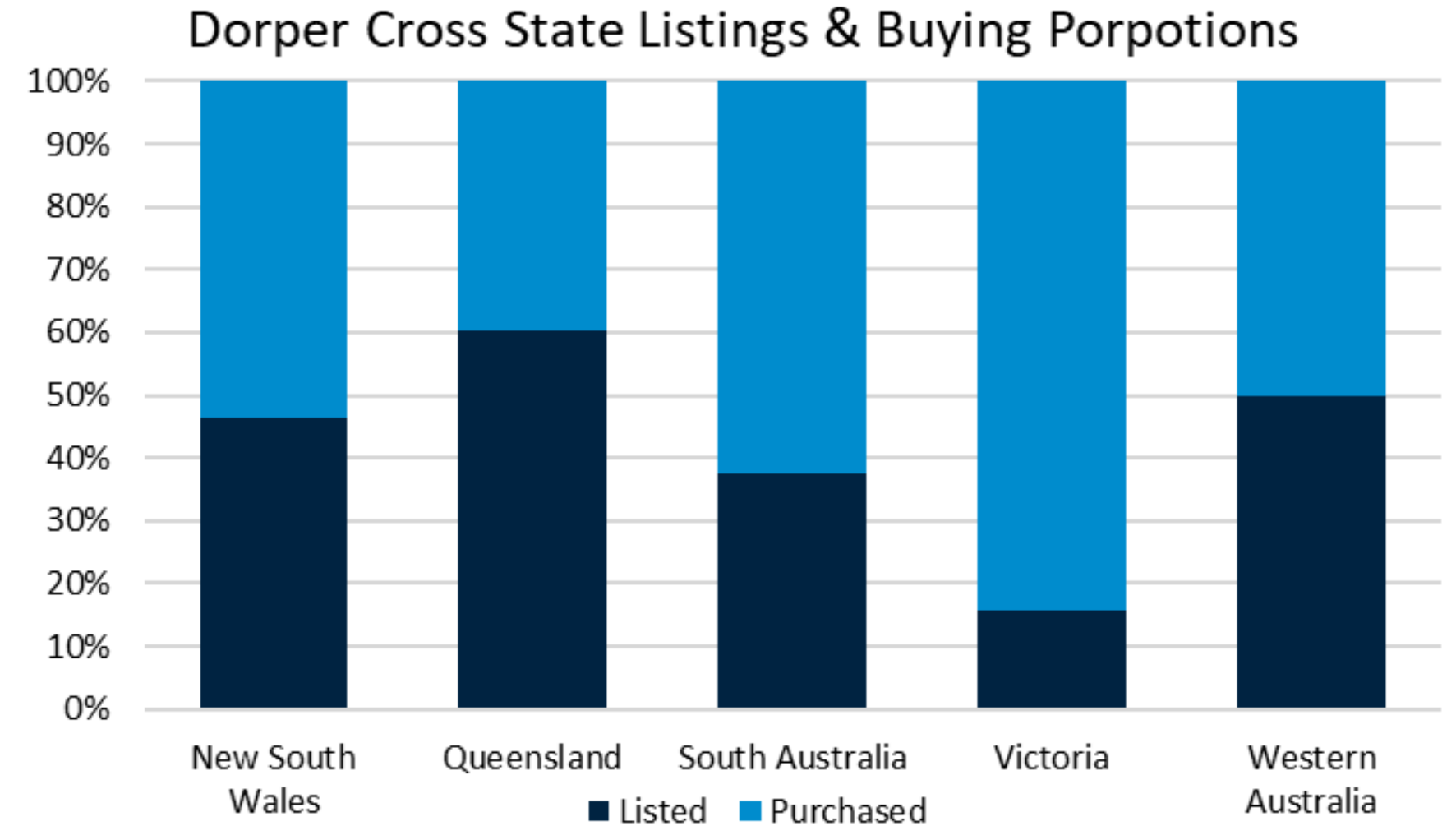
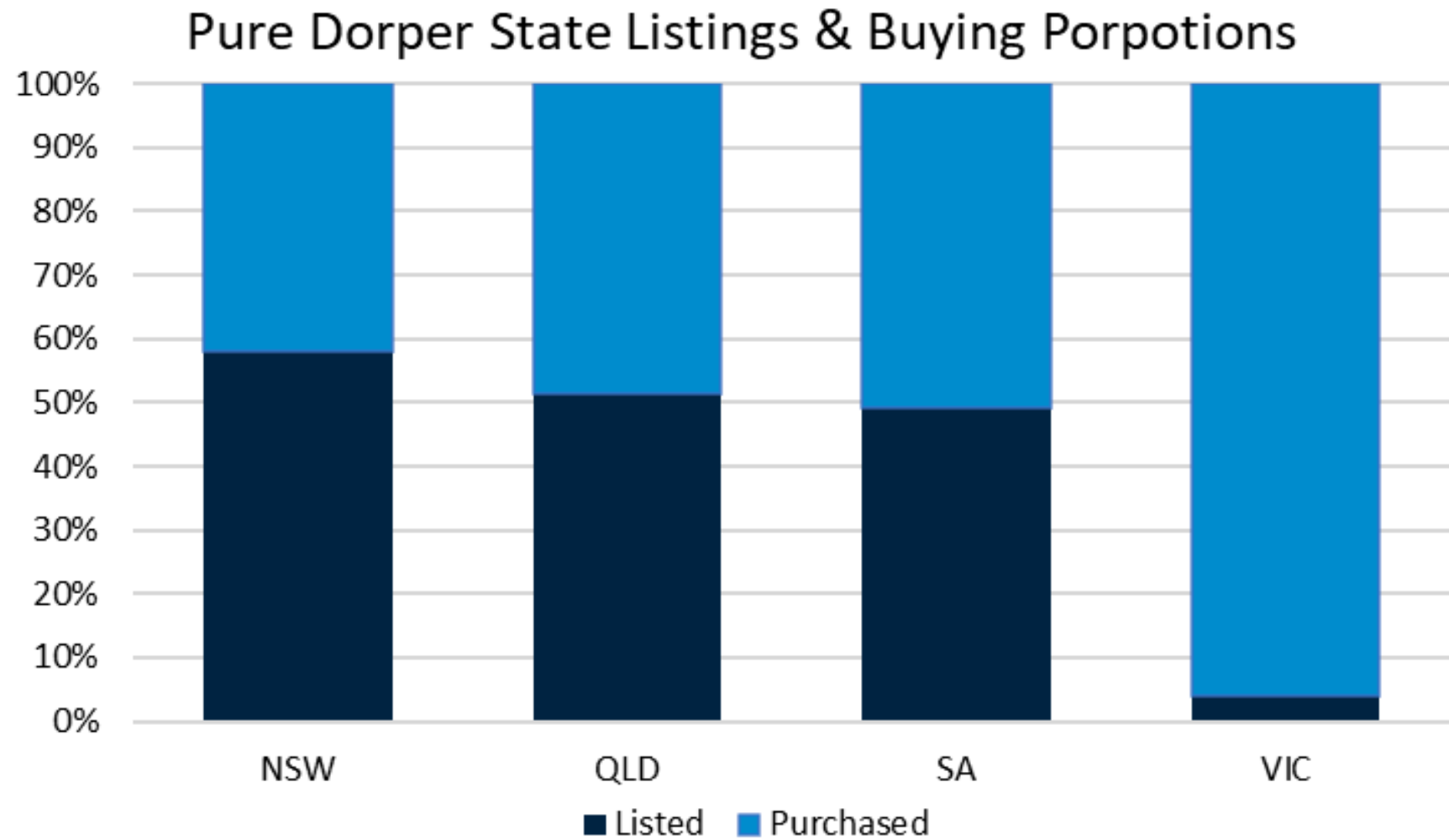


Throughput & Pricing

AuctionsPlus Dorper Pure Prices



State Listing & Buying Proportions



DSSA AGM

September 2024



AuctionsPlus

Thank you

Zoe Macfarlan

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