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## Media release

# Record growth in online buying at SWVLX

Today's monthly store market at South-West Victorian Livestock Exchange (SWVLX) delivered a 75 percent increase in lots sold online since StockLive's first support for the sale in April.

Over \$430k worth of livestock was transacted via StockLive from 25 registered bidders and 308 online bids (36% of the sale).

Warrnambool Stock Agents Association President Anthony Mahony said the month-to-month growth in sales via StockLive had contributed to an overall increase in buying audience for local vendors.

"On a sunny day in Warrnambool it was a great sale. Given the ongoing physical restrictions at the sales because of COVID-19, creating a broad and competitive market is very important, so having buyer confidence in the use of StockLive has been critical.

"We've not only seen an increase in local buyers purchasing via StockLive, but importantly the buying pool has expanded to include buyers from New South Wales and South-east South Australia. StockLive will remain a staple of the service we offer for our sales, even beyond COVID."

Scott Creek, Owner Director at Creek Livestock, was a first-time online purchaser at today's sale.

"I purchased 79 head of cattle from nine pens on behalf of feedlots and backgrounders for the first time using StockLive. It was an easy process, I only missed out on one pen I was aiming for and I had a client out of Ballarat bid at CVLX last week purchasing 58 head. It's definitely a great option to access the different sales."

StockLive Manager Libby Hufton said the growth in online bidding at SWVLX was reflective of saleyards across the country.

"The results we've seen at SWVLX since we began working with the council and agent's association has grown every sale. This support is invaluable and demonstrates the commitment of the agents in ensuring their vendors are getting the best value for their livestock from full market participation.

"Industry participants are adapting to the new way of working and have increased confidence in using StockLive, which is critical to complementing the physical sale and supporting the ongoing viability of the saleyards during this unprecedented period.

"We are happy to be facilitating online buyer confidence and increasing the competitive market for vendors, agents and saleyards and look forward to supporting this continued growth here in Warrnambool."

**ENDS**

Media contact: Lynn Semjaniv – [lynn@saucecommunications.com.au](mailto:lynn@saucecommunications.com.au) / 0481 004 797



StockLive is 100% owned by the Australian independent and privately owned AAM Investment Group, not a corporation.

Our founders' roots are firmly grounded in regional and rural Australia, and the Group operates a diverse range of agricultural enterprises across the supply chain; from our online auction platforms and saleyard operations stretching the length of eastern Australia, to our cattle operations at Legune Station in the Kimberley and mixed farming and livestock operation near Forbes in NSW, with the addition of cattle and sheep operations near Blackall in QLD to be added to our portfolio soon.

AAM's focus and mandate is to proactively develop businesses, systems and investment in agriculture that underpin a strong livestock sector now and for the future. We are proud of the fact that 100% of the investments made by our business across a whole range of industries to date including beef, sheep, cropping, broiler chickens and timber milling, have been wholly supported by Australian investors.